

The NATIONAL UNDERWRITER

Life Insurance Edition

NATIONAL FRATERNAL CONGRESS



Educational Funds



Family Protection

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is our business
Today!*

The GREAT-WEST LIFE
ASSURANCE COMPANY
HEAD OFFICE-WINNIPEG, CANADA



Group, Accident, Health
and Hospitalization



Group Life
and Annuities



Personal Accident, Health
and Hospitalization



Retirement
Income

FRIDAY, SEPTEMBER 30, 1949

Next time you hear a prospect say

**"Sure I need more Life insurance
but—I just can't afford it now."**



**tell him about The Travelers
Triple Protection Plan**

**It's the ideal plan
for the head of a growing family**

For only slightly more than the cost of the basic policy, it will pay three times the face value of the contract in the event of the client's death during the next twenty years:

For further information about the unique advantages of The Travelers Triple Protection Plan of Life insurance, consult the nearest Travelers Life office or General Agency.

THE TRAVELERS INSURANCE COMPANY
Hartford, Connecticut

Pension Prognosis: Boom, but Large Plans Uninsured

**Orloff Sees Many
Smaller, Salaried Plans
Going to Companies**

Conrad Orloff, actuarial consultant for Marsh & McLennan at Chicago, delivered for the group supervisors of Chicago Assn. of Life Underwriters, a prognosis of the pension field during the next few months. He saw agreements on pensions in the auto and steel industries as setting the minimum pattern for nationwide negotiation by hourly wage workers with the insurance companies getting little, if any, of the business on larger plans.

He indicated belief that in AFL negotiations and in the case of some local negotiations with CIO unions, insured plans may be adopted, particularly those of a deposit administration type. He saw increasing popularity for the pooled fund idea pioneered by Marsh & McLennan where several small employers pool their contributions in a large fund to finance pensions.

In spite of leading questions from the insurance company representatives present, Mr. Orloff remained austere in his thesis that few of the large plans will be insured. He brought out the fact that the publicity attendant upon the UAW-Ford negotiations and the steel industry-CIO negotiations have made employers and employees alike more conscious of terms, conditions and needs for pensions. He predicted that insurance companies will derive business on non-CIO groups and on groups under 2,000 as a result.

The actuary, who has had a great deal of experience in negotiations with unions, said that pensions are established irrevocably as standard operating procedure in industry. "It has reached a point," he declared, "where no employer will be able to save his conscience or satisfy his workers by offering economic insecurity as an excuse for not installing a pension plan. For that matter, what employer has ever been completely secure?" he asked.

Mr. Orloff predicted that insurance companies will underwrite a great deal of pension business on salaried workers as a direct result of negotiated pension grants to wage workers. If the employer is taking care of his hourly workers, he will feel a compulsion to install unilaterally, even better benefits for his salaried workers, he declared. The employer can do this by making such plans contributory. Mr. Orloff felt that very few union pressure plans would be negotiated successfully on a contributory basis and he thought that the employers were going to have to pay all in most of the cases.

The speaker foresaw the likelihood within the next 12 months that social security coverage would be broadened and allowances increased. This will make pensions more attractive and easier to buy for the employer. In short, according to Mr. Orloff, activity in the pension field is about ready to boom on a scale never before matched, except during the plushiest excess profit tax days of the last war.

Complete Card for A.L.C. Gathering Is Prepared

The complete program for the annual meeting of American Life Convention at the Edgewater Beach hotel, Chicago, Oct. 4-7, has been prepared. The sessions will begin with meetings of the Legal and Agency Sections on Tuesday. The general sessions will be Wednesday and Thursday, followed by the Financial Section on Friday. Secretary of the Treasury Snyder will speak Thursday afternoon. The program follows:

LEGAL SECTION—Tuesday, Oct. 4

Morning

Chairman's address—William A. Vinson, general counsel Great Southern Life. "The Documents for a Sale and Lease-Back Transaction," Vincent Keane, assistant general counsel Mutual Life. "Binding Receipts—Three Decades Later," W. L. Wilkinson, assistant counsel Connecticut General Life. "Doctrine of Foreseeable Danger as a Defense under Double Indemnity Provisions," William B. Cozad, general counsel National Fidelity Life.

Afternoon

"Highlights of Legislation and Litigation in 1949," Ralph H. Kastner, associate general counsel American Life Convention.

"Insurance Settlements and the Marital Deduction," Lawrence M. Bregy, attorney Penn Mutual Life.

"A Review of Corporation Pension Plans as They Affect Life Insurance," George B. Gose, general counsel Pacific Mutual Life.

AGENCY SECTION—Tuesday Afternoon, Oct. 4

Chairman's remarks—D. Gordon Hunter, vice-president and agency manager Phoenix Mutual Life.

"The Mighty Mo," Clifford H. Orr, general agent National Life of Vermont. "LUTC as an Aid to Company Training," Edmund L. G. Zalinski, executive vice-president National Assn. of Life Underwriters.

"The Key to Good Human Relations," John Marshall Holcombe, Jr., managing director Life Insurance Agency Management Assn.

"Multiple Management—A Proved Human Relations and Executive Training Plan," Thomas E. Reid, chairman, personnel policy board, National Military Establishment.

GENERAL SESSION—Wednesday Morning, Oct. 5

President's address—W. E. Bixby, president Kansas City Life. Report of executive vice-president—

Robert L. Hogg, executive vice-president and general counsel A.L.C.

"Charged With a Public Interest," David A. Forbes, president National Assn. of Insurance Commissioners.

"The Penalty of Prominence," George Avery White, president State Mutual Life.

Group luncheon.

"The Neighbor With A Southern Exposure," H. Napier Moore, editorial director MacLean-Hunter Publishing Co.

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Combination companies section dinner meeting—"Here's What They Tell Us," Holgar J. Johnson, president Institute of Life Insurance.

GENERAL SESSION—Thursday, Oct. 6

Morning

"Together We Stand," Judd C. Benson, president National Assn. of Life Underwriters.

"Reinsurance Sidelights," J. Howard Oden, president North American Reinsurance.

"Industrially Speaking," H. Clay Johnson, president Interstate Life & Accident.

"The Trend Toward Cheaper Money and Its Significance to Life Insurance," Claude L. Benner, president Continental American Life.

Afternoon

Address—John W. Snyder, Secretary of the Treasury.

"Life Insurance and Character," Dr. Francis P. Gaines, president Washington & Lee University.

FINANCIAL SECTION—Friday, Oct. 7

Morning

Chairman's remarks—J. M. Bryan, first vice-president Jefferson Standard Life. "Economic Strength Through Life Insurance," Leroy A. Lincoln, president Metropolitan Life.

"The Trend and Future of Capital Formation," Sahrl Edmunds, economic analyst Northwestern National Life.

"The American Century," W. Walter Williams, chairman committee for economic development.

Afternoon

"Soundness of the Oil and Gas Industry," Lewis W. MacNaughton, consulting geologist and petroleum engineer, De Golyer & MacNaughton.

"Our Economic Dream World," Courtland Elliott, consulting economist and investment counsel, Toronto.

"America Needs Men," Captain E. V. Rickenbacker, president Eastern Air Lines.

Business session and election of officers.

Thomas S. Sikes, leading Berkshire producer in Evansville for a year and previously an agent and assistant manager during 12 years with another company, has been appointed Berkshire general agent in Evansville.

Manhattan Names Two in Oregon, Michigan

Earl G. Rowley, formerly with Continental Casualty as A. & H. general agent, has been appointed general agent for Manhattan Life in Grand Rapids, Mich. Previously an accountant and hospital administrator he entered life insurance in 1939.

Clifton Murdock, formerly with Banker's Life of Nebraska at Portland, Ore., has been named manager in Portland. Previous to 1947 he was with the C. B. & Q. Railroad.

Bates, Daily Are Honored

Connecticut Mutual gave a reception at Kansas City in honor of Edward B. Bates, newly appointed general agent there, and H. S. Daily, the retiring general agent. Representing the home office were George F. B. Smith, agency vice-president and Horace R. Smith, assistant superintendent of agencies.

Imig Accepts New Headquarters Post with N.A.L.U.

**"Director of Association
Development" Will Be
His New Title**

NEW YORK—Richard E. Imig, acting executive vice-president of the National Assn. of Life Underwriters, on invitation of the board of trustees has accepted the newly created post of director of association development. He will assume his new duties Oct. 1, when Edmund L. G. Zalinski becomes the chief executive officer of the association.



Richard E. Imig

Following election of Mr. Zalinski as permanent executive vice-president the trustees unanimously expressed thanks to Mr. Imig for the valuable service he had rendered by serving as acting executive head during the period since James E. Rutherford's resignation, thus giving the selection committee ample opportunity to reappraise the functions of the N.A.L.U. staff in the light of existing circumstances and having made that reappraisal to select those men who by reason of their natural attributes, training and responsibilities would best fill each of the various staff positions at national headquarters.

Responsibilities Heavy

At that time trustees pointed out that experience has shown the heavy and often unpredictable responsibilities of the association chief executive officer frequently required his complete and undivided attention, resulting in interruptions of regular routine activities of the association. It was hoped therefore that the wide experience and particularly useful services of Mr. Imig could be secured for the association and that a new staff position might be created at national headquarters in which he could further increase and develop National association service to its membership.

The board of trustees empowered the incoming president, Judd C. Benson, as head of the N.A.L.U. executive committee, to invite Messrs. Zalinski and Imig to cooperate in defining the duties of the new staff officer and submit such definitions to the committee for its approval.

Analysis Completed

This job analysis has been completed and has been enthusiastically approved by the executive committee. Mr. Zalinski stated that until the enrolment program and instructors' conferences for the 1949 Life Underwriters Training Council classes are completed and until his successor as managing director of L.U.T.C. has been installed a substantial amount of his time would be devoted to the completion of that work. During that time he has asked Mr. Imig to serve in close liaison with the office

(CONTINUED ON PAGE 13)

Soon to Release Proposed Kentucky Insurance Code

Commissioner Southall expects to release the first draft of the proposed new Kentucky insurance code about Oct. 10, and then he intends to call a series of hearings on various phases of it at Louisville and Frankfort commencing about Nov. 10. The work has been done largely by Robert D. Williams of Seattle, who fashioned the state of Washington code, and James Creal, general counsel of the Kentucky department.

Two General Agents Appointed by Berkshire

Benjamin M. Gaston has been placed in charge of Berkshire Life's eastern Pennsylvania office in Philadelphia. He has managed the agency jointly during the past year with Everett H. Plummer, Jr., the latter continuing as a general agent. Mr. Gaston is a graduate of the University of Tennessee and Wharton School of the University of Pennsylvania and served with the army in Europe.

Higdon Urges Every Lutheran Mutual Home Office Expanded Effort to Avoid Misunderstandings

A growing realization that every dissatisfied customer is a threat to the future of A. & H. insurance, together with the importance of giving equitable consideration to situations which may result in misunderstanding on the part of the customer, was stressed by J. C. Higdon, president of Business Men's Assurance, in addressing International Claim Assn. at its annual meeting.

Purchasers of A. & H. insurance often feel that there is nothing to worry about if anything happens—that any and all losses will be covered. It is therefore not surprising that some policy conditions are not understood or appreciated. One is where health insurance is not effective until 15 days after policy date, but insured understood it covered all disabilities occurring after 15 days. When a claim is rejected because condition causing disability existed earlier, he can't understand it. If a hospital policy pays a specific amount per day, and hospital bill is not full covered, policyholder may feel aggrieved.

Non-confining illness is frequently misunderstood. The policy owner will say: "The only time I was able to be out of the house was to walk to the store for exercise and go for car rides and you penalized me for this by allowing me but half the full benefit. I was under doctor's orders in going for these walks and on these car rides and if I am not entitled to full pay for that time, you may not send me any more premium notices."

He also listed several other rather less common situations which may in the same way result in misunderstanding and dissatisfaction.

"There are many situations such as some of those mentioned," Mr. Higdon said, "where a satisfactory solution is not found in a simple yes or no answer."

Diversity of Operations

He reviewed the diversity of type of companies found in the A. & H. field, with widely different types of sale organizations and very different degrees of importance given to A. & H. in their company operations and suggested that this may account for the lack of uniformity in handling identical types of coverage.

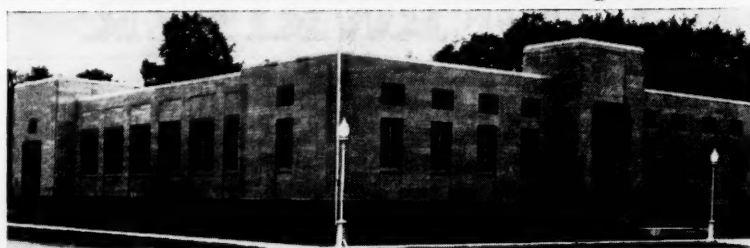
He pointed out that health insurance differs from every other type of coverage in the relationship of the insured to the event insured against, because of the fact that the claim for disability is based primarily on the statement of the insured himself that he is disabled. There are various questions as to whether the sickness was contracted while the insurance was in force. Even the term "disability" is somewhat indefinite and conveys different meanings to different individuals.

In commenting on proposals for accident and health insurance by state and federal governments, Mr. Higdon reviewed the position of some dissident policyholders and said he was not suggesting that the goal was to be achieved by paying sums of money beyond the amounts provided in the policy. Rather, the answer is to be found in the establishment of mutual confidence, in friendly and fair consideration of claims and by giving greater consideration in handling claims to the "feeling self" of the policy owner.

"No-Union" Metropolitan Agents' Verdict in Iowa

The national labor relations board has certified that at an election Sept. 8 among all industrial agents of Metropolitan Life, in Iowa, 46 votes were cast for International Union of Life Insurance Agents and 85 against its being active as collective bargaining agent for the Iowa agents.

Lutheran Mutual Home Office Expanded



Shown above is the Lutheran Mutual home office building, including the newly completed addition which more than doubles the size of the original building, constructed in 1931. The new and old portions are so closely matched that the building looks as if it had all been constructed at the same time. The entire building is air-conditioned and has fluorescent lighting. The building houses a home office staff of 90.

Johnson Defends Private Placements

NEW ORLEANS—Direct placement of securities by life insurance companies was defended by Holgar J. Johnson, president Institute of Life Insurance, at the regional sales conference of the New Orleans Assn. of Commerce.

"Actually," declared Mr. Johnson, "direct placements involve a principle much broader than any segment of business. They involve the question of competition and freedom of choice for both the firms seeking capital funds, big or small, and those seeking to invest their reserve funds. Direct placements in no way check or abridge any of the existing plans for financing business; rather they add a new plan and increase competition in this area. At the same time they do give distinct advantages to both parties."

"Through direct placements, business firms seeking capital funds can

more quickly, at a financial advantage and on a more flexible basis. At the same time, the lender can place his funds in larger blocks without disturbing the securities markets, can secure a better return on the funds, more closely scrutinize the security and those behind it and can make changes if later conditions call for them."

Dr. Calkins C.L.U. Speaker

Business generally should reach a base in early 1950 from which recovery may begin, Dr. F. J. Calkins, director department of finance, Marquette University, told the Milwaukee C.L.U. chapter at its opening luncheon. Only through greater productivity will prosperity be restored, both on domestic and international levels, Dr. Calkins believes.

Mason Renamed on FTC

WASHINGTON—President Truman has renominated Lowell B. Mason for another term as federal trade commissioner.

Equitable Finances \$50 Million Building Pittsburgh Project

A new chapter in real estate development is soon to be written by Equitable Society in the \$50 million financing of three 20-story office buildings in Pittsburgh.

The buildings will be of an advanced type, set in a park area reclaimed from a blighted section of Pittsburgh's famous Golden Triangle.

The plan is said to be comparable among office building constructions to recent housing developments which give over much formerly congested slum area to gardens and parks. It is an extension of the basic idea carried out in Rockefeller Center, New York City.

Gateway Center is the name applied to the project which eventually will consist of eight or nine towering buildings occupying only about 20% of a 24-acre site. The first three buildings are scheduled for completion in 1952, expected to cost approximately \$50 million. The total project may go to \$100 million.

R. J. Waugh Feted on 40th Travelers Anniversary

Robert J. Waugh was honored on his 40th anniversary with the company by about 100 of his friends and associates at Cleveland, where he is manager for Travelers. Representing the home office were Neill E. McKay, superintendent of agencies and J. S. Reber, assistant superintendent of agencies. Mr. McKay mentioned that Mr. Waugh is the company's senior life manager in years of service.

Mr. Waugh started with the company in Pittsburgh as a clerk and moved up to assistant cashier, cashier, agent, acting manager and then was transferred to Cincinnati as manager. He served in the navy during the first war, returned to Travelers as an acting manager in the home office, then became assistant manager at Atlanta, manager at Atlanta, manager at Pittsburgh, and in 1928 manager at Cleveland.

Form Company to Sell to Illinois Teachers

An Illinois charter has been granted to Horace Mann Life of Springfield, Ill.

The new company was sponsored by the same group that operates the I.E.A. Mutual Ins. Co. The company will have the same management as IEA Mutual.

Life insurance will be sold to teachers in Illinois.

Temporary officers are Irving F. Pearson, president, Springfield; Edna Siebert, Chicago, vice-president; L. J. Lohr, Aurora, vice-president; James R. Cummins, Springfield, secretary; Carroll C. Hall, treasurer, Springfield.

Permanent officers will be elected at the first annual meeting in Springfield Oct. 8.

President Adam Fetes Penn Mutual First-Year Stars

Malcolm Adam, new president of Penn Mutual was host to members of Penn Mutual's President's Club for New Organization, composed of first year men each of whom produced more business than any other new man who began in the same month he did. Members are H. C. Orth, New York City; J. A. Finkelman, Lemon Grove, Cal.; R. C. Utton, North Troy, Vt.; George Rowland, Glendale, Cal.; Harry Phillips, III, New York City; S. K. Cummins, New York City; J. B. Flanagan, Lake Charles, La. They were entertained at a luncheon by President Adam and then taken on a tour of the home office.

The COMMONWEALTH Commentary

CONGRATULATIONS, JUDD BENSON

Commonwealth joins all the nations' life insurance companies in extending heartiest congratulations and sincere good wishes to Judd Benson as he assumes the duties of President of the National Association of Life Underwriters.

Exceptionally well qualified for his new responsibility, Mr. Benson brings to his new office that boundless energy and devotion that he so generously gave as Vice President of the N.A.L.U. during the past year.

As we have pledged to all of Mr. Benson's Predecessors, Commonwealth, our management and field force, pledge anew our wholehearted support and cooperation.

Insurance In Force — August 1, 1949 — \$417,587,168

COMMONWEALTH
LIFE INSURANCE COMPANY
LOUISVILLE

Public Attitudes Subject of L.A.A. Annual Meeting

Stewart, Thore, Woodson to Address Sessions in Chicago Oct. 27-29

The role of life insurance agents in improving public attitudes about the business will be the theme of the annual meeting of the Life Insurance Advertisers Assn. in Chicago Oct. 27-29 at the Drake hotel. Speeches and discussions will center on giving agents the right answers to questions from the public about life insurance business.

Among the featured speakers will be Harold M. Stewart, executive vice-president Prudential; Eugene Thoré, general counsel Life Insurance Assn. of America; and Benjamin N. Woodson, executive vice-president Commonwealth Life. Mr. Stewart's address will be, "Our Partnership in Improving Public Attitudes." Mr. Thoré and Mr. Woodson will speak on "Giving Agents the Right Answers."

Program Released

H. G. Kenagy, annual meeting chairman and vice-president Mutual Benefit Life, has released the program for the meeting. Approximately 300 representatives are expected to attend.

Alan M. Kennedy, Northwestern National Life, L.A.A. president, will make the keynote address at the opening session. Exhibits award winner announcements, a panel discussion on "Our Partnership with the Agent," directed by Aetna Life representatives; and a dramatic presentation by members of Northwestern Mutual Life are scheduled for opening day.

Other Speakers Listed

Addresses will be made by Donald F. Barnes, Institute of Life Insurance, on "Our Companies and the Institute Working Together for the Agent"; R. W. Osler, life editor of Rough Notes Co., on "Making Trade Journal Advertising Serve the Agent"; Raleigh R. Stotz, general agent Mutual Benefit, on "Improving the Climate in Which the Agent Works," and Lowell Davis, general agent Provident Mutual, on "Modern Agency Management Appraises Our Products." "Stretching Your Budget Dollar" also will be discussed.

The closing session will include a symposium of six L.A.A. members, addresses by Mr. Stewart, Mr. Thoré and Mr. Woodson, and installation of L.A.A. officers.

Life Span up 18 Years Over That of 1900

Average length of life in the United States is now about 67 years, or nearly double what it was at the time of the nation's founding, and 18 years more than at the beginning of this century, according to "Length of Life," published by the Ronald Press, written by Dr. Louis I. Dublin, 2nd vice-president and statistician Metropolitan Life; Mortimer Spiegelman, assistant statistician, and Dr. Alfred J. Lotka, retired assistant statistician. Only the Scandinavian countries, Australia and New Zealand, have as favorable a record.

The authors foresee a further longevity increase of five years in America by 1975, but see the 100-year mark as about the limit of the human life span.

Secretary of Labor Is Honored by C.O.F.

At a banquet in Boston attended by approximately 1,200, the Catholic Order of Foresters enrolled Secretary of Labor Tobin in the Legion of Honor, the C.O.F.'s highest degree. Shown in the picture: Albert A. Horstman, Dayton, O., vice high chief ranger of the C.O.F.; Secretary Tobin; John E. Hurley, Massachusetts state treasurer; Thomas R. Heaney, high chief ranger of the C.O.F. Secretary Tobin has been a member of St. Patrick's Court, C.O.F., Boston, since 1926.



Chicago C.L.U. Meeting To Feature Labor Director

Frank Annunzio, Illinois director of labor, will be a featured speaker of a town meeting program to be held by the Chicago C.L.U. at 8 p.m. Nov. 14, in Hotel La Salle.

Discussion topic will be, "What's Ahead for the American Economy." Also participating will be Edward Rosenheim, Penn Mutual, Robert F. Ober, Berkshire, Walter N. Hiller, Penn Mutual, and C. F. Axelson, Northwestern Mutual.

Maclean Volume Issued

"Introduction to Life Insurance, Vol. II," by J. B. Maclean, second of a projected four volume series, is now ready for distribution by Life Office Management Assn. The series will constitute a comprehensive survey of life insurance business.

Mr. Maclean is writing the books for L.O.M.A. Institute's examinations.

Grover Named Actuary

Myles L. Grover has been appointed actuary in the group and pension department of the San Francisco office of Johnson & Higgins.

On graduation from Brown University in 1938 he joined Prudential, where he worked in the actuarial department for six years. He is a fellow of the Society of Actuaries and an army veteran.

State Farm Cal. Meet Oct. 20-21

The California convention of the State Farm companies will be held at San Jose, Oct. 20-21. Among the speakers will be R. P. Mecherle, president State Farm Mutual Automobile, Adlai Rust, president of State Farm Life and Frank W. Bland, Pacific Coast manager of THE NATIONAL UNDERWRITER.

Insurance Market Better Than Ever, Say Hull, Woodward

SUN VALLEY—Present and future markets for life insurance are the greatest in the history of the business, according to two officials of Mutual Life who addressed the National Field Club and the Top Club.

Roger Hull, vice-president and manager of agencies, called for increased activity and salesmanship to meet the present trend.

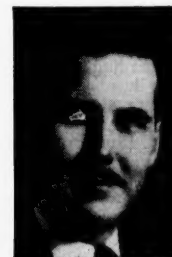
Even though the present market is at its greatest, declared Mr. Hull, "the day of order-takers is behind us. Salesmanship will now be required and it's time to sharpen up our techniques and improve our skill."

Now Understands

As an example of results which can be achieved from salesmanship Mr. Hull told of a friend who had been buying insurance for 18 years without understanding, until told of the company's insured income service, what life in-



Roger Hull



D. B. Woodward

surance is or what it can do for them in terms of income.

As a result of this salesmanship the friend on his own initiative made a survey of 74 people in his firm. He learned that 24.4% had never seen the salesman since they bought and 56% had seen the salesman less frequently than once a year. They rated their opinions of service rendered by their agents as: good, 14.6%; fair, 39%; poor, 19.5%, and 26.9% had no opinion. Comments indicated a demand for better service, including the following:

Periodic Check

1. Have a periodic check on the insured to determine if changes are to be effected in the policy which might be beneficial to both the policyholder and the insurance company.

2. The agent should come around at least once a year. He should call once in a while to offer service and not to try to sell more insurance.

3. A thorough "follow-up" system should be developed.

4. Improve the quality of the agents, in selection, in training, in supervision, by making a revision in compensation methods whereby an agent is not solely dependent on new business for a living.

5. The agent should acquire a better knowledge and more background of client's needs.

6. Supply income information, including social security benefits and life insurance for family in case of death.

BRIGHT OUTLOOK

D. B. Woodward, 2nd vice-president, pointed out several elements in a "bright business outlook" in relation to rises in average family incomes.

Purchasing power of the average family, Mr. Woodward noted, has increased by 2½ times since 1900. He foresees a rise by 1975 from the present average of \$6,000 a year to at least

(CONTINUED ON PAGE 13)

The Measurer

In a list of death claims paid by our Company in the year 1871 we were interested in the occupations involved. They included all the familiar occupations such as farmer, merchant, printer, teacher, physician, salesman, jeweler—just as such a list would present today.

But the 1871 list had several other occupations with an unfamiliar sound. For example, a coachmaker, a boatman, a measurer, a gentleman. By "gentleman" was meant simply a man who did not occupy an office or a shop. Today he probably would be listed as a capitalist.

A list of this kind impresses upon an underwriter that in prospecting after listing occupations peculiarly fitted to one's own time there remain businesses not so obviously situated on the main highway but also occupations not necessarily outmoded.

Today we may not find many coachmakers, but there are still blacksmiths. Instead of shoeing horses, they continue as workers in iron with many new markets.

...

THE PENN MUTUAL LIFE INSURANCE CO.

MALCOM ADAM
President

INDEPENDENCE SQUARE, PHILADELPHIA

Melham Named Regional Director

Franklin Life has promoted Mitchell T. Melham, formerly manager Springfield, Ill., to regional sales director in western Pennsylvania with headquarters in Pittsburgh.

Mr. Melham started in insurance with John Hancock Mutual in 1931. He finished second in the company in weekly premium increase for 1932. In 1933 he became assistant district manager and in 1947 district manager for Springfield, including detached offices in Jacksonville and Decatur.

Mr. Melham joined Franklin Life in March, 1948, and in his first seven months paid for over \$1 million. During his first 30 days he completed 60 sales to qualify for the Franklin's "Sixty Club." He is a member of the Million Dollar Round Table.



M. T. Melham

benefit is payable to a widow or dependent of the deceased employee; or 2. Payment may be made in the form of a life annuity or a life annuity guaranteed for a period of not more than 10 years provided that, when the election to receive the death benefit in installments is made by the payee, such payee must be either the widow or a dependent of the deceased. The revenue department has advised that the foregoing constitutes the practice being followed, not only in dealing with new pension plans, but also in considering amendments to existing plans.

Extend Horizons, Hal Nutt Advises Peoria Assn.

Expansion of intellectual as well as economic horizons beyond the limitations of the present agency system was the theme of an address by Hal L. Nutt, John O. Todd agency, Northwestern Mutual Life, Chicago, before a joint meeting of the Peoria Life Underwriters Assn. and C. L. U. chapter. Mr. Nutt, who recently instructed the Life Underwriters Training Council courses in Chicago, discussed education and training problems encountered by the agent.

"There appears to be a popular fallacy on the part of the average agent," he said, "that he is not required to make any financial contribution to his own improvement. By imposing this limitation, he is refusing to develop a realistic approach to his profession and the possibilities it offers for self-improvement."

Mr. Nutt also spoke before a meeting of the Peoria general agents and managers.

J. Evans Whiting has been made district manager of Mutual Trust Life at Somerville, N. J., and A. J. Cavinato has been given a similar position at Morristown, N. J. Mr. Whiting has been with the agency two years.

Nat'l, Vt., Host at Maple Syrup Fete

Members of the Mortgage Bankers Assn. of America at their annual meeting in Chicago found the Vermont maple syrup breakfast again one of the special attractions, to which approximately 175 guests responded to invitations extended them by National Life of Vermont.

L. Douglas Meredith, executive vice-president of National Life and chairman of its finance committee, initiated these breakfasts five years ago. Each year they attract more and more of the leading figures in the banking and investment fields for the stacks of griddle



At Vermont maple syrup breakfast tendered to 175 members of Mortgage Bankers Assn. in Chicago. Left to right: Aksel Nielson, retiring president of M.B.A.; L. Douglas Meredith, executive vice-president and chairman of committee on finance of National Life of Vermont; and Robert O. Deming, incoming president of M.B.A.

cakes, sausages, and Vermont maple syrup. There was no speaking except a brief announcement by Mr. Meredith about the purely goodwill nature of this Vermont gesture from a company which is one of the largest holders of federal housing administration mortgages in the country.

Home office representatives present, in addition to Mr. Meredith, were Robert M. Tracy, treasurer; Charles E. Crane, assistant to the president; Addison C. Pond, inspector of loans; Peter Giuliani, attorney, and Donald S. Backus, loan inspector.

Next year will be the 100th anniversary of National Life and Mr. Meredith is already planning to put on an even more extensive Vermont program at the maple breakfast when the mortgage bankers meet in Detroit.

Give Visual Program Plan at Reliance Meetings

A new visual programming plan and expansion of A. & H. service were among the modernized selling ideas presented at four regional conventions of Reliance Life. The meetings were held in Highland Park, Ill., Lake Tahoe, Cal., Myrtle Beach, S. C., and Shawnee-on-Delaware, Pa.

John A. Mayer, the new president, addressed each convention with a "Statement of Intent."

Programming material was presented with a film demonstration at each meeting. Glenn Lamar, superintendent of agencies, and B. L. Sichelstiel, assistant secretary in charge of A. & H. department, presented their ideas and John F. Johns, agency vice-president, outlined agency objectives for the year.

C. E. Petillon Heads Berkshire Campaign

Charles E. Petillon, Berkshire Life general agent in Minneapolis, has been named director of the company's annual boosters campaign, to be held Oct 10-Nov. 28.

Assisting him will be Raymond F. Thorne, New York City; Joseph W. Fox, Jersey City; Robert F. Ober, Chicago; James B. O'Brien, Albany, and George N. Matthews, Buffalo.

To Vote on Postal L. & C. Taking Over St. Louis Mutual

ST. LOUIS—St. Louis Mutual Life has called a special meeting of its policyholders and stockholders for Oct. 11 to vote on whether to submit a proposed reinsurance plan with Postal Life & Casualty of Kansas City to the Missouri department for approval.

If the vote is in favor of submission of the proposal to department a public hearing will be called at which a three-state commission will consider the merger plan and decide whether it should go through. If and when final official approval is obtained Postal Life & Casualty would take over the St. Louis company and its \$15 million of insurance in force and its \$3,814,000 in assets and the local concern will pass out of existence.

Gen'l American Seeks to Stop Judge from Presiding

ST. LOUIS—Charging that Circuit Judge Harry F. Russell is biased and prejudiced at its hearings in the final settlement of the old Missouri State Life account, General American Life will apply to Missouri supreme court for a writ to prohibit Judge Russell from continuing to preside.

The judge on Sept. 23 refused to grant the company's request for a change of venue. The request occurred after the judge blocked distribution of the \$2,062,000 fund to Missouri State Life policyholders.

Degree of Honor Protective Assn. held a breakfast get-together Wednesday morning before the first general session of National Fraternal Congress.

A

Cliff McMillen Concept

To have as associates only men who are attractive reflections of the agency—attractive reflections of the companies represented — attractive reflections of the life long opportunities which exist in many fields of the insurance business. To be an attractive reflection of these opportunities, a man must be more than a marginal producer.

Clifford L. McMillen
347 Madison Avenue
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No. 37 of a series — No. 36 appeared last week



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Pension Men Tangle With Self-Insurance Boosters

Group companies generally are getting away from their former reluctance to talk turkey with prospects and clients over the blandishments of self-insurers. Many producers and salaried representatives thought their sales were impeded by home office apathy. Now they are snapping back at non-insurance competition and have become much more aggressive in explaining their side of the story, in many instances answering objections before the client brings them up on his own.

This change has happened in practically all lines but it is most evident in the pension and group annuity fields.

The activity is typified by one group actuary, who, after taking a slam at uninsured pension plans, said that he was "stimulated into the effort by a specific case in his own locality and on the request of a general agent of another group company who was disturbed that the insurance companies were doing practically nothing to counteract the aggressive representations and sometimes misrepresentations of the advocates of self-insured pension plans."

Although there is some doubt as to where new pension business is going, it is generally accepted that about 9% of the pension plans presently in effect and approved by the internal revenue bureau are self-insured.

Self-Insurance Dangers

Some pension authorities say that there are advocates of self-insured plans, who, in their efforts to increase sales, have occasionally underbid each other by using different mortality tables, promising greater interest return on investments or lower administrative costs. If this is true, in a few years when the benefit loads of these pension plans reach their maximum, serious questions of solvency may arise.

Group companies have long been interested in the proposals to have self-insured pension plans subject to the same insurance department inspection as are insured plans. They emphasize that this suggestion is made not with a view to eliminating what might appear to be unfair competition but rather from the social viewpoint and the best interest of the working population. The increasing equity in pensions may well reach the point where it will dwarf the workers' stake in life insurance, some authorities feel. If that is so, then they think it surprising that society should take the trouble it does to protect its interest in life insurance but on the other hand leave largely unprotected its relatively larger stake in pension plans.

Little Data on Self-Insurers

It is true that the internal revenue bureau does receive some reports on uninsured plans. But the bureau is concerned primarily with the taxation of the money involved. The last figures released by the bureau covered plans in effect up to August, 1946. Much has happened in the pension field since.

The four principal sales points of the self-administered plans are that insurance company mortality assumptions are too conservative; the interest yield on contributions to the trust is higher than that offered by the insurance companies; self-administration permits more flexibility in funding, benefit formulas and treatment of individual employees; and the insurance company's expense rates are high.

The insurers' answers to these charges are that the use of a standard annuity mortality table is not overly conservative in the face of mounting evidence of tremendous advances in science and medicine toward increased longevity. With a retirement plan trying to anticipate the probable mortality during the next 40 to 50 years, insurers feel that

employers should recognize that a margin in this area is entirely proper.

They also suggest that the claims of the banks that their trust funds will yield a higher interest return be examined in the light of the interest rate guaranteed by the insurance company. If the employer realizes that

neither the trustee nor the actuary can do any more than give opinions that an interest rate higher than that guaranteed by the insurance company can be expected, the employer will understand that he must either try in some way to compensate for the insurance company's guarantee, or admit the tremendous diversifications obtainable by the investment department of the insurance company will in long run give him greater stability and very probably produce an interest yield at least somewhat above the rate guar-

anteed by the trust company.

Concerning the flexibility of funding and benefits, insurers believe, particularly for larger employers, that the deposit administration plan, when properly understood by the employer, will furnish all the flexibility required. It is also said that upon careful examination it may be found that the self-administered plan may offer flexibility of an undesirable type. For instance, the self-administered plan is more likely to introduce a funding error in forecasting interest earnings and mortality than

By their efforts Thousands Sleep Soundly!



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We are proud of our field force and of the high standard of leadership maintained by our sixty General Agents listed below . . . men of calibre . . . men with prestige . . . devoted to their work . . . generous to their community. Creators of family security from coast to coast, they are good people to know better.



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to introduce a possible funding flexibility.

The fact that self-administered plans sometimes provide for complicated widows' and orphans' benefits not available under an insured plan is a questionable feature when one considers that it is almost impossible to forecast with accuracy the ultimate costs of employee pensions for any one separate group.

The task becomes impossible when it is realized that the forecast must include assumptions as to the cost of pension benefits for widows and orphans, birth rates, mortality rates of widows and children, marriage rates, remarriage rate of widows, relative mortality rates between husbands and wives, the rate of dependency of children, etc.

Disability benefits the employer wishes to provide beyond the regular early retirement features of his pension plan can invariably be provided outside the pension plan more satisfactorily and more economically.

One of the most irritating aspects of competition with the banks is the banks' claim that the insurance company requires 8% to handle the expense of administration. This, the insurers say, is an absolute falsehood. One prominent pension consultant who has examined this particular point, found that expenses for the past 10 years of the companies

writing almost all the group annuity business in the United States averaged less than 3% of the premium income. On the other hand he says, of self-administered plans investigated by him, the expenses of the trustees, actuaries and others usually are 8%.

That the efforts of the advocates of uninsured pensions are regarded seriously by group company executives is evidenced by the comment of one of them who said "all of us in the insurance industry should continue to exert our efforts to arouse life insurance representatives to the problem in the retirement plan field where the intrusion of the banks and self-insurance advocates is not merely a competitive factor for group underwriters but threatens the interest of all other life underwriters as well."

Aug. Rise in Ordinary

Los Angeles with an 18% increase and New York City with 3% were the only large cities showing an increase for August in sales of ordinary, according to L.I.A.M.A. Los Angeles was ahead 2% for the first eight months and New York City was off 1%. Other percentage decreases, for August and for the first eight months, respectively, for each city are as follows: Boston, 5

Practical Press Relations Demonstrated

In the center is Horace L. Rosenblum, Woodmen of the World, Omaha, who handled N.F.C. press relations, talking with E. H. Fredrikson, Philadelphia manager of THE NATIONAL UNDERWRITER, who was present with a display. Virginia Poucher, secretary to Mr. Rosenblum, is looking on.



and 1; Chicago 9 and 7; Detroit 10 and 6; Philadelphia 7 and 4; St. Louis 4 and 0. Cleveland was off 2% for August, but ahead 1% for the first eight months.

Wyoming, Arizona and Mississippi showed the greatest percentage increases, in that order, for August, while for the first eight months New Mexico led followed by Texas.

Mass. Mutual Names Rogers, Powers

Massachusetts Mutual Life is opening a general agency at Spokane to cover Idaho and eastern Washington. Arthur C. Rogers and Robert K. Powers have been appointed general agents with offices at 517 Paulsen building, Spokane.

Mr. Rogers and Mr. Powers have been friends for many years and were formerly business associates. Mr. Rogers started in insurance in 1928 as agent for John Hancock at Boston, and later transferred to the group department. It 1933 he was made manager of group operations in Chicago. He joined Lincoln National in 1944 when its group department was organized and developed it to its present size.

Mr. Powers, a C.L.U. for the past two years has qualified for the Million Dollar Round Table. He began as a group claim supervisor for John Hancock and worked in Boston, Detroit, Los Angeles and Chicago. In 1945 he became estate analyst with O'Rourke & Co., general agents of Lincoln National at Fort Wayne. Since 1947 he has been assistant general agent in the home office agency of American National at Galveston. He is a member of American, Illinois and Indiana Bar associations.

American United Names B. J. Moore at Evansville

American United Life has appointed Bayard J. Moore as manager at Evansville, Ind.

Mr. Moore entered sales work in 1938 with Auto Club of Evansville, leaving that position in 1942 to serve as a radio operator in the navy. Following the war he joined Metropolitan until 1946, when he went with New York Life. In 1947 he joined Prudential as assistant manager at Evansville and in 1948 became general agent for Berkshire Life in that city.



B. J. Moore

15 From Goldman Agency Selected for Conference

A. Van Goldman, manager of the Prudential La Salle ordinary agency in Chicago's Loop, has just been notified

that 15 members of the agency have been selected as delegates to the Prudential ordinary agencies business conference to be held in New York City on Oct. 11-12. In addition to Mr. Goldman, the following members of the agency have been invited to attend:

Alan D. Rosenthal, Robert M. MacCallum, James T. Ritchie, Jr., Martin J. Bowens, A. W. Mattenson, Vincent Filippini, Albert Roth, Sol L. Palles, Samuel R. Wenk, Robert Lee Straus, Nick Kyriazis, Franklin M. Lazarus, Al Martin, Albert Jann.

Write more accident business by subscribing to The Accident & Health Review, \$2 a year, 175 W. Jackson Blvd., Chicago.



MOMENTUM

Momentum—this was the timely subject of a motivating 4-page message included in September Management Plans Service. It has drawn many enthusiastic responses from every section of the country; among them, this letter from Paul C. Kaul, General Agent, Connecticut Mutual, Omaha, Nebraska:

"Momentum is the finest thing that has ever been printed in so few words pertaining to the job of a full time life underwriter.

"As you know, because of all the material we have to read and keep up with, I was very slow in subscribing to your Management Plans Service, but now (after nearly a year) I wouldn't think of being without it."

YOU ARE WELCOME TO A COMPLIMENTARY COPY OF "MOMENTUM" — PROVIDED YOU REQUEST IT WHILE OUR LIMITED SUPPLY LASTS.



PAUL SPEICHER
President

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Year	Assets	Capital Surplus	Insurance in Force
1908	5,482	5,482	744,032
1938	1,015,879	302,266	11,741,911
1948	4,969,740	1,417,585	74,653,754
1949	6,199,146	1,719,240	85,129,523

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Precautions for Use of Business Insurance Trust

NEW YORK—Too often the "solution" of a business insurance trust is offered glibly at the very outset of planning, Earl S. MacNeill, vice-president of the Irving Trust Co., stated in a lecture at the Practising Law Institute here. An agent in particular may think so habitually in terms of business insurance that instinctively he sees a state of facts as something to cut and twist to fit a plan, instead of fitting the plan to the facts.

Mr. MacNeill does not underrate the business insurance trust, but he does believe that there are circumstances under which other methods of disposing of business interests may be wiser.

Perfect Plan—on Paper

On paper, the business insurance trust would appear to be the most perfect plan for disposition of business interests that could be designed, he said. Yet the experience of trust officers with such trusts has been far from satisfactory. It costs quite a lot in promotional literature, solicitors' and officers' time, and counsels' services to put such trusts on the books. Year in and year out they have built up debts of administrative costs because of changes in insurance contracts, stock ownership changes, reorganizations of the business, following through to obtain up to date certificates of value, checking to determine if premiums are paid and policies still alive. For most of this, particularly in the earlier cases, there is no compensation save in the possibility that one of the insured will die. And there is the rub, hardly ever do any of these arrangements come to fruition. Some trust officers say that none in their experience ever has matured.

How could so fine a plan come to such utter discredit, he wondered. First, he thinks that frequently it has been unwisely "sold," and here he blames primarily the insurance agent. In his enthusiasm he has oversold. The parties are perhaps too old and the premiums consequently are too costly. Even if the men are younger, the premiums are more than the business, directly or indirectly, can afford to pay.

Lapses at Low Point

In a cyclical business, at the low curve the insurance comes to be regarded as a luxury and is lapsed. Or the insurance is borrowed on until its equities disappear and then the insurance disappears. The partnership or corporation may be immature—it has no roots in long association and sooner or later breaks up. The casualty rate of small businesses is appallingly high. The associates start eagerly on a plan portrayed to them as magical, but they find its ever recurring costs cut into their annual cash take. Occasionally the lapses and casualties are reported to the trustee, but mostly they are not. So there the policies and the hardwrought trust agreements lie, forgotten in the trustee's vault until some year the trustee makes a toilsome checkup and finds that out of a hundred or more business and other types of insurance trusts it has perhaps no more than a score alive that are really functioning and worthwhile.

Mr. MacNeill offered the following suggested solution to the problem. These factors should affirmatively exist—a single negative should disqualify the whole plan at the outset:

SUGGESTED SOLUTION

1. At the very beginning there must be insurability. At least enough of the owners should be insurable to make the plan work.
2. The insurance, even though paid by the owners of the business as indi-

viduals (unless the owners have separate earning power) should be well within the conservatively projected earnings of the business since eventually, though indirectly, the premiums must come out of the business.

3. There should be a sound basis, in the history and character of the business, for anticipating its continued existence and the permanence of the plan.

4. There must be a willingness on the part of the parties to make the sacrifices necessary; a realization that they can't take out all in salaries and dividends and build up insurance reserves at the same time.

5. There must be recognition of the trustee's responsibilities—a program of proper advice to it and adequate compensation, both on acceptance and annually, as well as on distribution.

These are simply practical precautions which may tend to eliminate jerry-built plans, leaving sound structures that will weather whatever emergencies may arise in the line of business and that trustees will welcome—not because they

promise great profits, which they most definitely do not, but because they will not be futile, as they have been, or troublesome or unprofitable.

Relatively few sets of circumstances meet this five point test. What to do then about the considerably greater number of businesses and business interests that do not qualify for the two-way, self-financing business insurance trust. He made several suggestions—a public offering, an employees' trust, reliance on life insurance for the family's security, testamentary dispositions—the outright gift, or in trust.

Ill. Meeting Oct. 21-22 at Peoria

Plans are virtually perfected for the Illinois association meeting and sales congress to be held at Peoria Oct. 21-22. The state meeting will be the morning of Oct. 21, followed by the annual meeting of the Illinois Round Table and the meeting of the general agents and managers section sponsored by the Peoria association's general agents' and managers' division. That evening there will be the silver jubilee dinner of the Illinois association at which the speaker

At CLU Conferment



Dr. S. S. Huebner (left), president American College, who conferred C.L.U. diplomas on 296 candidates at the conferment dinner in Cincinnati, and Dr. David McCahan, dean of the college, who presented the candidates.

will be Judd C. Benson, Union Central, Cincinnati, president of National Assn. of Life Underwriters.

Saturday there will be the all-day sales congress, of which E. W. Kersten, Equitable Society, is general chairman.

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Devises Check List Covering 42 Points to Watch in Buy-and-Sell Agreements

Solomon Huber, Mutual Benefit general agent at New York City, has prepared a partial check list covering "Buy and Sell" agreements as an aid in estate planning. This list embraces many details that might easily be overlooked.

1. Do the policies ante-date or post-date the agreement?
2. Do the policies follow the pattern of the agreement?
3. Have the wills been executed in harmony with the agreement?
4. Are beneficiaries of the policies designated irrevocably?
5. Where there are more than two parties is the obligation to purchase a decedent's interest joint or several?
6. If continuance of part or all of a decedent's salary for a limited period is desired for a family member, is this separate, apart and distinct from the basic agreement?
7. Outside the agreement: Have adequate provisions been made to meet that portion of the estate tax represented by the decedent's business interest so that the actual terms of the agreement can be met without delay or inconvenience?
8. Can the agreement be construed as testamentary in character?
9. Is each insured his own applicant-owner?
10. Is each insured the owner-applicant of policies on the life (or lives) of the other participant(s)?
11. Where cross ownership is em-

ployed is there a provision enabling insured to secure ownership of the policy insuring his life in the event of dissolution or death of the owner?

12. Does such provision detail the rights of the parties where a participant does not perform in this respect?

13. If cross-ownership is employed are "incidents of ownership" withheld from the insured?

14. Under what circumstances may loans be made against the policies without running counter to the "incidents of ownership" rule?

15. Has the use of policy dividends been covered?

16. Where there are more than two participants (for example, three), do A and B jointly own one policy on C or do A and B each own a separate policy on the life of C?

17. Is the corporation the applicant-owner-beneficiary? Why?

18. If the corporation is the owner-applicant of the policies, has the right been given to the insured to name the beneficiary?

19. If the corporation is the owner-applicant as well as the beneficiary, is the corporation obligated to purchase all of the decedent's stock or only part of his holdings?

20. If the corporation is the owner-applicant-beneficiary, are the parties aware that the survivor(s) may ultimately be faced with a capital gains tax on sale or liquidation following the prior death of a participant?

21. If the corporation is the buyer, are the parties aware that cash values as well as death proceeds are available to corporate creditors?

22. If the corporation is the buyer, are the parties aware that specific performance may not be assured?

23. If the corporation is the buyer, are the parties aware that the value of all outstanding stock may possibly be increased by the amount of the death proceeds, thus increasing the federal estate tax?

24. Outside the agreement: Do stock certificates carry a statement referring to the agreement?

25. Is there a provision prohibiting or restricting assignment or pledging of stock certificates?

26. Has the contingency of death of all participants within a short period of one another received consideration?

27. Where the accidental death benefit is contained in the policies, who receives the additional amount: The insured's personal nominee or the surviving associate(s)?

28. Where policies contain the "waiver of premium" benefit and cross-ownership has been employed, does this result in the healthy participant's exoneration from premium payments on the life of the disabled participant with the latter still required to pay premiums on the policy(ies) he owns?

29. Does the agreement automatically become void in the event of the lapse or surrender of any policies?

30. Outside the agreement: Will income tax be assessed against the survivor(s) when the business is sold or liquidated?

31. Where cross-ownership has been used, has the owner nevertheless named as beneficiary an appointer of the insured who receives the proceeds directly?

32. Does the valuation formula contain a provision that the policies shall be regarded as the minimum value of the business?

33. Is there a provision for periodic valuation where the exact value has not been fixed in dollars?

34. If the valuation date is skipped, is there a provision setting forth what valuation shall apply?

35. Is there a restriction against sale during the lifetime of the parties as well as in the event of death?

36. Is the valuation formula the same in either case?

37. Must the representative of the estate (or of the decedent) sell or merely offer the interest for sale to the survivor(s)?

38. Must the survivor(s) buy or is there merely a privilege or option to buy?

39. Does the agreement make possible the use of income options from policy proceeds without attendant tax consequences?

40. Is a trustee used? If so, is the trustee (a) the beneficiary or (b) assignee or (c) beneficiary-assignee, and

41. Does the trustee (where a corporation is involved) (a) hold stock certificates, (b) hold the policies, or (c) hold a copy of the agreement, and

42. Does the trustee have the duty of (a) naming the beneficiary (under income settlement agreements where an estate plan is to be integrated), (b) securing a series of notes from the survivors where the life insurance is only a down-payment and, (c) collecting

them for the estate's representative as they fall due or are the notes merely secured and turned over to the estate's or decedent's representative for collection and action after possible default, or (d) retaining the stock certificates until the last note is met?

Agents D. L. B. Adds Debit Man's Section

The Agent's Diamond Life Bulletins has added a new section entitled, "Debit Management." The 46-page section was included in the September supplement. There are six subdivisions: Development, the agent's job, prospecting, sales methods, underwriting and conservation, all written exclusively from the viewpoint of the debit man. Supplements will be issued quarterly for the present.

The new section emphasizes the contribution of the debit system to the mass distribution of life insurance and its importance and in the national economy.

The section is available only in combination with the regular agent's D.L.B. service. The single copy cost the first year, including three binders of accumulated material and monthly supplements is \$23.50, and \$12 a year thereafter. The debit management section has been adopted by National Life & Accident as part of its comprehensive field educational program.

Jack V. Clark, district supervisor for Aetna Life at Texarkana, has become the first representative of the company in the south to join the ranks of "quick qualifiers" for attendance at the 1950 regional conference of the company in June. He completed in three months the sales objective assigned for the 12 months period. Mr. Clark has been in the business for 15 years and has qualified for the Aetna Field Club each year since starting with the company. He is a representative from Miller county in the Arkansas legislature.

At M.D.R.T.



Snapped at the Million Dollar Round Table meeting in Cincinnati: Top: Judd Benson, Union Central, Cincinnati, new president of National Assn. of Life Underwriters, and C. Vivian Anderson, Provident Mutual, Cincinnati, past president of N.A.L.U., who was reservation chairman for the Cincinnati N.A.L.U. convention. Below: Clifford H. Orr, National Life of Vermont, Philadelphia, immediate past president of N.A.L.U.; and Mrs. Beth Cook, Baltimore, National Life's first woman agent to qualify for the Million Dollar Round Table.

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Sales Ideas and Suggestions

Only Way for Agent to Keep Up With Procession Is to Increase Size of Policy

Continental American Life held its Convention Club meeting at Bretton Woods.

President Claude L. Benner, in his address "Raising Your Sights," pointed out the necessity of selling larger individual policies if the salesman is to increase his income to compensate for the higher level of prices. There are no more hours in the day to increase the number of interviews which an agent can get than there were before the war, he observed. Probably the good salesman cannot close any larger percentage of these interviews than he previously did. His only hope, therefore, if he wants to increase his earnings by the same percentage that prices have gone up is to sell larger policies. Where the \$1,000 policy was sold in the 30's, he now must sell \$2,000; where the policy was \$5,000, it now must be \$10,000—and similar increases must run all the way up the line.



Claude L. Benner

Money Is Available

Mr. Benner said there is no economic reason why this cannot be done. National income which today is running at the rate of \$225 billion was less than \$100 billion in 1940. In spite of the tax increases total personal income after the payment of taxes is still more than twice what it was before the war, while personal savings, that is the money left over after the payment of all living expenses and taxes, is currently running at the rate of \$18 billion. It was less than half this amount in 1940. Wages in most lines of occupations have more than doubled, while the average salary has been increased from 50% to 70%. Likewise, stockholders have little cause for complaints. Dividends today are better than ever with the current rate running from 10% to 15% over that for 1948. "It just simply is not true when one states that there is not the money available to buy additional insurance to compensate for the increase in the price level," Mr. Benner emphasized.

If the insured wishes to provide the same protection for his family as he did in 1940 he must purchase 70% more insurance. "Likewise, if you want to earn enough money to give your family the same standard of living you must sell at least 70% more insurance. Do not consider any policy out of the ordinary size until it exceeds \$25,000.

Remember the Target

"No matter how hard you work nor how many prospects you see, you will not sell the amount of insurance that you should and earn the income to which you are entitled if the average size policy which you are selling today is not at least 70% larger than the one you sold before the war. Keep this thought constantly in your mind and when interviewing a prospect be certain that he does not forget that the rise in the price level calls for a larger amount of insurance. If you do this, you are certain to sell larger policies. Do not be misled by excuses. The money is in circulation to pay for them. The need is there. It is your task to get the larger premium to pay for the increased insurance needed.

"If you can persuade your prospects to put the same per cent of their disposable income into life insurance as they did before the war, you will find that your average sale will likewise increase by the same per cent and you will write a sufficiently large volume of business to bring you an income which will likewise be large enough to take care of the increase in the cost of living.

Outlay of More Money Needed

"Most salesmen in other lines of work are still getting the same rate of commissions that they received before the war. While their percentage commission is the same, their dollar earnings are larger because the units which they sell cost more. Just as the average automobile today entails an outlay of a larger sum of money than it did before the war, likewise the average insurance policy if it is to provide the same protection must call for an outlay of more money. If we all remember that it takes at least \$1.70 to do the work that a dollar did in the 30's and raise our sights accordingly, the general agent, the manager, the individual life underwriter, the insurance company, as well as the insured and his beneficiaries will all be taken care of satisfactorily. And they cannot be properly taken care of in any other way."

Max S. Bell, vice-president, presided over the business portion of the meeting and spoke on opportunities ahead. There were four talks by members of the field force, which were followed by a panel discussion conducted by Patrick H. Yeoman, superintendent of agencies. Gerald M. Doherty, Boston, spoke on prospecting; Lloyd A. Hoagey, Philadelphia on package selling in rural areas; Leonard C. Kiesling, Wilmington, on planned life insurance programming, and Matthew J. Lauer, general agent New York, on business insurance.

Paul E. Martin Actuary of Ohio National Life

Paul E. Martin, former associate actuary, was elected actuary of Ohio National Life, at the quarterly directors meeting.

Mr. Martin joined the company in 1946 as actuarial assistant. In 1948 he was made assistant actuary, becoming associate actuary in 1949. He graduated from Hanover College in 1936 and joined State Life of Indiana's actuarial depart-

ment, becoming assistant actuary. He is a fellow of the Society of Actuaries and an army veteran.

Reliable Life of Missouri, is now issuing six industrial policies at new rates. These plans are: life paid-up at 75; 20-payment life; 20-year endow-

ment; endowment age 80; 20-payment endowment age 80; and 25-year endowment.

New business for the first eight months of Illinois Bankers Life shows a gain of 30%. A. & H. increased 25% and net premium collections were up 27%.

THE ACID TEST of the soundness of a company's policies and financial structure is not in the size of the figures but in the trend of its accomplishments over a period of years, both good and lean. **CENTRAL LIFE OF ILLINOIS**, in its almost a half-century of sound insurance practices, has successfully met the challenge of a half dozen wars and depressions, and after each of them has emerged larger and stronger.

Life Insurance
Accident and Health Insurance
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WRITE FOR DETAILS

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"REGISTERED POLICY PROTECTION"

REPUBLIC NATIONAL LIFE INSURANCE COMPANY

THEO. P. BEASLEY, President
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Agency Franchises Available

ACCIDENT & HEALTH
HOSPITALIZATION
SPECIAL LIFE POLICIES

JEFFERSON NATIONAL
Life Insurance Company
INDIANAPOLIS, INDIANA

Selection Men To Hear Johnson, Dieuaide at Meet

The annual meeting of the Institute of Home Office Underwriters, at the Edgewater Beach hotel, Chicago, Nov. 10-12, will have as guest speakers Holgar J. Johnson, president Institute of Life Insurance, and Dr. Francis R. Dieuaide, scientific director of the Life Insurance Medical Research Fund, New York City. William H. Neely, vice-president and secretary of Southern Farm Bureau Life will be general chairman of the meeting. The presidential address will be delivered by N. Murray Longworth, assistant secretary United Benefit Life.

An executive committee meeting will be held the afternoon of Nov. 9.

Special entertainment has been arranged for the wives of the members and guests attending. Mrs. N. Murray Longworth will be chairman of the ladies entertainment committee, assisted by Mrs. Robert MacKenzie and Mrs. Ray E. Button.

Martin Field Director of Combined American

George A. Martin, Jr., has been appointed field agency director of Combined American of Dallas, affiliate of Combined of Chicago. He will be in charge of agency operations in its life department under its area development plan. The first area to be developed will be south Texas, and his headquarters will be at San Antonio for the present.

The company is now engaged in launching a completely new life insurance program featuring preferred risk, mortgage cancellation, juvenile, and combined life and hospitalization policies, as well as a complete line of regular ordinary policies.

Mr. Martin started as an agent nearly 27 years ago with the old International Life of St. Louis. Then he was supervisor of agencies for Beacon Life of Tulsa for two years and for 12 years was with American National as state manager in Oklahoma for eight years and manager at Corpus Christi for four years. Then for four years he was south Texas manager of Atlantic Life. Recently he has been superintendent of agencies of American Hospital & Life.

He has been secretary of San Antonio Life Managers Club, an officer of San Antonio A. & H. Assn. and secretary of Texas Life Underwriters Assn.

Complete Fourth Trust School

The fourth session of the trust development school sponsored by Illinois Bankers Assn. in cooperation with Northwestern University has been completed with 23 trust men receiving certificates.



Harry C. Ard, Connecticut General, president of the New York City Life Underwriters Assn.; and Mr. and Mrs. Jack D. Garfunkel of New York City. Mr. Garfunkel is with the Solomon Huber agency of Mutual Benefit Life. They were attending the recent meeting of N.A.L.U. in Cincinnati.

Weigh Decatur's C.L.U. Success

This year's list of C.L.U. graduates shows that one of the outstanding records for any city in the country was made this year at Decatur, Ill. The city has a population of around 60,000 and five candidates from Decatur finished their examinations this year, a number far out of proportion to the population, judging by the performances of most other cities. Decatur far outstripped all Illinois towns, except Chicago. It is interesting, therefore, to know how the C.L.U. study has been conducted in this town and to find out what it takes to produce as many C.L.U. qualifiers as Decatur was able to do this year.

One of the men to complete his work for the designation this year is John K. Wells, Equitable Society, past president of the Decatur Assn. of Life Underwriters. He relates how interest in the C.L.U. movement in Decatur crystallized in the fall of 1945 when members of the local association learned that they could obtain Professor William Beadles, head of the business school of Illinois Wesleyan University of Bloomington, as their teacher. They went a step further and through the efforts of State Senator Lawrence Rotz of Decatur, who is also a life insurance agent, had the class established under the adult public education program of the state of Illinois. The first class numbered 21 agents and started to work on section A in February, 1946. Of this group, 15 took the examination and 12 were successful.

Mr. Wells reports there was a considerable turnover in students each year, but a good percentage of the class passed each examination. For instance, eight out of nine passed section B. This last year, there were five men in Decatur who took the examination for section D and E, and another member took C, D and E. Five of these candidates passed their examinations.

When asked to enumerate the things which contributed to the success of the group, Mr. Wells said he and his fellows believe, in the first place, that Professor Beadles is unusually competent and was able to direct students properly in studying and thinking. He was also untiring in his efforts to be cooperative and helpful and constantly provided some real encouragement. The members feel that the teaching in a course of this sort and the study direction are all-important. In the Decatur group, each member has been strong in his purpose of being successful, which means he did not hesitate to do the things required. The successful candidates attended practically every class. These classes were held once a week for a 30-week period each year. Each candidate realized there are no easy C.L.U. examinations and geared himself accordingly.

The class started small study groups of two or three members commencing about in March of each year to review study material and questions. These

groups met in the evenings or on Sunday afternoons. Each C.L.U. student in Decatur feels these discussion groups are of paramount importance.

Vital statistics on the graduating class at Decatur show there was an average age of 44, ranging from 39 through 50, at the time of graduation. The average age was 40 when the class was started in 1946. Each successful C.L.U. represented a different company, and one of the most pleasant results of the four years has been a high type of cooperative relationship and sincere respect for one another which has developed.

The Decatur C.L.U. graduates see no reason why the agents of other cities could not have as good a percentage as they have been able to attain. Mr. Wells and his fellows believe that success depends finally upon the individual resolve of each student to reach his goal through constant study and proper discussion.

Cashiers Elect Weddle

The results of a mail ballot conducted by Life Agency Cashiers Assn. of Indianapolis showed Lloyd Weddle, State Life of Indiana, elected president, and Alice Carton, Jefferson National, vice-president. Speaker at the opening meeting was R. W. Osler, Rough Notes, who talked on, "You're In the Most Important Business in America."

Forged Insurer's Name

Samuel C. Yeates of Newark was arrested by police there when he attempted to pass a check issued by a non-existent "Atlantic Life Insurance Co." of Newark. A clerk in a clothing store spotted a misspelling of the word manager in which one "a" was left out. The clerk delayed Mr. Yeates while he called police. He had been passing the checks in the area for several months and had a stock of them in his room when police searched it.

Branch Offices in the United States

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BALTIMORE
BOSTON
CANTON
CHICAGO
CINCINNATI
CLEVELAND
COLUMBUS
DAVENPORT
DENVER
DETROIT
GRAND RAPIDS
GREENSBORO

HONOLULU, T.H.
INDIANAPOLIS
JACKSONVILLE
KANSAS CITY
LANSING
LOS ANGELES
LOUISVILLE
MEMPHIS
MINNEAPOLIS
NASHVILLE
NEW HAVEN
NEW ORLEANS
NEWARK

PEORIA
PHILADELPHIA
PITTSBURGH
PORTLAND, ME.
PORTLAND, ORE.
PROVIDENCE
RICHMOND
SAN FRANCISCO
SEATTLE
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ST. LOUIS
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OBSERVATIONS

One Valuation Solution

The evaluation of privately placed loans for asset purposes is admittedly a tough problem. However, one observer doesn't think that hiring a big staff of evaluators will automatically solve the problem. He wonders why it isn't a solution to the problem to consider a bond as amortizable until it is in default.

Field-Testing Forms

At least one company has adopted a practice which results in the continual improvement of forms and other printed matter used by the agency force. Several months before the supply of a particular form is exhausted samples are sent out to the field with a request for suggested improvements. When they come back they are tested at the home office and the better suggestions are used in revising the forms. Before the new forms are printed, however, the revised blanks are sent out to the field again with comments requested on the revision. The completely revised form is not made official until everyone using it has had a chance to voice an opinion as to how it can be improved.

Refunding Coming

Financial men of life companies currently are wondering how much refunding there is going to be at a lower rate of interest, and some are taking steps to avoid having to shift too quickly a large chunk of portfolio. They expect refunding to be considerable and to come soon.

Can Get All It Wants

One medium sized life company doesn't complain about the big companies getting all the direct loans. Direct loans, which were made long before 1933 and the SEC, can be had by any company, this one believes, if it lets the financial world know it is interested in making them.

How to Dress for Labor Party

A good tip to personal producers and company men alike when engaged in negotiations involving labor union representatives is that example offered by one insurance company official. He makes it a point to wear his oldest suit to such conferences. Labor union leaders have long appreciated the importance of not being too well dressed when confronting rank and file union membership. You have been looking for a place to wear that old suit, now you've got it.

Tuttle Agency Pace Swift

The M. Glenn Tuttle agency of Lincoln National Life in Miami, although only four years old, already ranks 28th among Lincoln National agencies in insurance in force and, at the end of the first half year, was fourth in largest average size policy paid for, eighth in increase in insurance in force and 10th in total volume.

General Agent Tuttle attended the recent Million Dollar Round Table meeting, it being his fourth consecutive year of qualification.

Indict Former Auditor

ROCK ISLAND, ILL.—The grand jury has returned 30 indictments, each charging forgery in connection with false death claims, against Clarence W. Stegemann, 44, formerly an auditor for Modern Woodmen, who is alleged to have obtained up to \$30,000 through fake death claims against the fraternal society through the period 1944-49.

He was arrested on his farm near Milan, Ill., on Aug. 30. Stegeman also was secretary of the Preemption Camp of the Woodmen. Through his two positions as secretary and auditor he

allegedly was able to cover up false death claims.

Quebec Law Prevents Guay From Collecting \$30,000 Even If Freed of Murder Charge

TORONTO—Albert Guay, who is charged with the murder of his wife in the recent crash of a Canadian Pacific airliner, will not be allowed to collect the \$30,000 from life insurance policies held on his wife, even if he is acquitted.

According to Quebec law a wife cannot name her husband a beneficiary in a life insurance policy. This nullifies a \$10,000 double indemnity policy taken out by Guay a month ago and a \$10,000 airline policy taken out the night of the fatal trip.

Mrs. Guay and 22 other passengers aboard the liner were killed in the crash, said to have resulted from explosion of a bomb aboard the plane.

If the policies had been made out to Mrs. Guay's estate her husband, if not convicted of her murder, could have shared with their children as an heir.

Young Rounds Out 45 Years With Monarch Life

Clyde W. Young, president of Monarch Life, celebrated his 45th anniversary with his company recently. He has been president of Monarch for 24 years, and during that time it has shown phenomenal growth under his leadership.

Mr. Young is a pioneer in the non-cancellable, guaranteed renewable A. & H. field, and his company has been one of the leaders in the successful writing of this type of insurance since 1921. In 1926 he led his company into participating life insurance and since then it has been active in the combination field. He is recognized as an outstanding authority on A. & H. insurance and has served as president of H. & A. Underwriters Conference.

At an assembly on his anniversary at the home office Gurdon W. Gordon, vice-president and general counsel, presented on behalf of the men and women of Monarch Mr. Young's 45-year pin and a scroll commemorating his 45 years of leadership. It also concluded a 45-day campaign in Mr. Young's honor, in which all production records for a like period were shattered by a wide margin. The presentation was made by Roswell Laub, vice-president and director of agencies.

Crown Honors Performance of New Jersey Associates

New Jersey Life Associates, New Jersey state agents of Crown Life, was presented the vice-president's division cup at a dinner in Newark Tuesday. In addition to placing first in that division, the agency ranked highest for the entire company in percentage of quota for the qualification year.

H. R. Stephenson, managing director of Crown Life, attended the affair to make the presentation of the trophy to M. Dickstein, president of New Jersey Associates. Mr. Dickstein's Montreal, Can., Center agency won the president's cup. Thus his agencies received the company's two top awards, a unique occurrence.

About 50 agents and brokers from over the state attended the dinner, including A. H. Wohlreich, general agent at Newark, president this year of the general agents' section of the company and his general agency partner, M. H. Stavitsky; Sidney Leiwant, general agent at Jersey City, second vice-president of the general agents' section; Richard J. Moraff, general agent at Paterson, and a million dollar producer, and J. H. Clements, general agent at Newark, who won the medallion this year that signifies membership in the Crown Leaders Corps, his first year with the company.

Messrs. Wohlreich, Leiwant and Mo-

raff each were presented a diamond to add to their medallions. Mr. Wohlreich is a CPCU and Mr. Leiwant a CLU.

I. M. Gilbert, assistant superintendent of agencies of Crown, accompanied Mr. Stephenson.

Andreatta West Coast Life Leading Agency Builder

As reported in last week's issue of THE NATIONAL UNDERWRITER, V. J. Andreatta was named president of West Coast Life's Leaders Clubs which held its annual meeting at Coronado, Cal.

Other officers were C. R. Fuller, 1st vice-president, Tacoma; C. C. Morell, 2nd vice-president, Eureka; R. F. Pelouze, 3rd vice-president, Fresno, and Robert Woo, 4th vice-president, San Francisco. Officers are chosen according to their year's achievement record.

Mr. Andreatta was also named the leading agency builder for 1949. Other agency leaders were Francis W. Cook, Sacramento; W. L. Hardy, San Francisco; R. E. Cecil, Los Angeles, and R. M. Buck, Fresno.

A feature speaker at the meeting was Dr. J. M. Ewing of the Santa Barbara Presbyterian church, who is a great grandson of a founder of Presbyterian

Ministers Fund, the first life insurance company in America.

Ontario Cuts Succession Duty on Life Values

TORONTO—The Ontario government has decided, according to Premier Leslie M. Frost, to reduce the rate of interest for valuing life interest and expectancies for succession duty purposes from 5% to 4%, effective Jan. 1, 1950.

Since 1934 the Ontario succession duty branch has been using 5% interest rate in such valuation and the government now recognizes that this is too high and in many cases tends to work a hardship on life tenants.

Another amendment designed to afford relief is that which spreads the payment of duty on life interests and annuities over life expectancy of the annuitant or recipient of the income for 10 years, instead of four years as in the past.

Life of Virginia has announced that its maximum retention for all forms of life insurance has been increased from \$50,000 to \$100,000. The maximum amount written is not set.

POLICYHOLDERS' CHOICE

Polled by premium notice enclosure about their wishes for additional personal protection, 65% of replying Occidental policyholders express an interest in Accident and Sickness insurance. Here is a straw in the market wind.

Occidental agents fill this demand with liberal Accident and Sickness benefits wrapped up in the same package with the Life Insurance — under one premium billing. Again, more sales.

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EDITORIAL COMMENT

Don't Dodge the Tough Job

Some are inclined to try to escape from the more difficult and burdensome tasks. They are looking for lighter and more comfortable work. Yet the duty that is not easy to perform may be the greatest educator one can have. The more arduous tasks toughen one's mental and moral fiber. They give us all greater self confidence. Sometimes the effort to free oneself from encountering the more difficult duties leads to debility and impotence.

N.A.L.U. Lays Legislative Track

This past year has shown insurance people that their attempts to sponsor or to block legislation must be carefully organized and demonstrated that once this is done the sum total of the strength of insurance men is mighty. There are few states where the insurance interests can claim to have accomplished legislatively all they wish to, but where there have been failures or shortcomings, insurance organizations can by now see what they have been. It is not too early for insurance organizations and individuals to analyze and refine their activities for the next legislative round, which promises to be equally bloody.

In this connection, the headquarters staff of one of the largest insurance organizations, the National Assn. of Life Underwriters, is performing a valuable service to its membership and to the legislative committees of its various state associations by preparing a check list compounded from successful practices of certain of its state associations. This check list so far applies to but one legislative aim of N.A.L.U., that of passing adequate life agents' qualification bills requiring written examinations. This is, however, one of the primary legislative aims of the group and it is a nucleus for further such check lists to be prepared by the National association out of legislative experience for the guidance of future state legislative committees. James B. Hallett, general counsel of the association, has been instrumental in developing the standard operating procedure.

This pioneer step in unifying and formalizing the insurance legislative front should be immensely helpful to future legislative committees and, in the broader sense, should set a pattern for other organizations to follow. Men who have had any experience in legislative work know how discouraging it is to wage an unorganized battle. Too often it is some Paul Revere call set up by insurance people who finally become aware that some troublesome piece of legislation is in the mill that sends organizations scurrying to do something at the last minute. There have been some ninth inning saves for insurance in the legislative halls, but it is hardly

safe to depend upon anything so spectacular. N.A.L.U., it would seem, shows the way. Its state legislative committees, organized long in advance and armed with instructions and schooling in methods that have been successful in previous years and in other states, are prepared to do a constructive and professional legislative job which fairly presents the insurance side.

The pattern set in this N.A.L.U. check list for agents' qualification bill campaigns is procedure which could be followed by any insurance organizations. First of all, through such central direction, uniformity of action in the various states is assured, which is of paramount importance in insurance operations. Yet the N.A.L.U. headquarters wisely points out that each state or local association is on its own in having such legislation passed. There are very few national insurance organizations which are equipped either financially or in numbers to send a representative to each state to fight a battle for each state. The brunt of the fighting has got to be borne by local members and they are the natural ones to do it, for they are the ones who know and have the strongest influence with local legislators.

Other advice contained in the initial N.A.L.U. check list would seem applicable to any legislative committee. It is suggested that the initial working group behind a piece of legislation be small and formed of individuals who live and work near each other with ready access to the state capital. Such men should be enthusiastic over the bill they are espousing and be willing to talk about the need for the legislation to anyone and everyone. According to the N.A.L.U. blueprint, the nuclear group has got to sit down and figure out in advance where the opposition lies both within the legislature and without. Then it goes on to such refinements as assigning one member of the association as the contact man for each legislator. The necessity is also discussed for properly informing the governor of what is going on. The need for having one member of the association, a person with legislative tactics and located in the capital, is discussed.

The N.A.L.U. approach to the prob-

lem means that more experienced men will compose the bill-backing groups for that association in future years. It means that these men will not be groping for ways to organize their activities.

They will have a track to run on laid down for them. The mechanics will be set down on paper for all to follow and full time can be spent on adapting them to the particular field situation.

PERSONALS

Wilbert H. Joslin, Prudential manager at Atlantic City, has completed 35 years of service.

Norman H. Nelson, vice-president Minnesota Mutual Life, was reelected for a four-year term to the board of governors of the Mortgage Bankers Assn. of America. He also became chairman of its educational committee and a member of the policy committee. He had served on the executive committee the past two years.

Allen C. Eastlack, vice-president and actuary of Wisconsin National Life, was elected grand steward of the grand council, Royal and Select Masons of Wisconsin.

William H. Indoe, Omaha, will be honored at a dinner Oct. 1, celebrating his 50th year with State Mutual Life. George Avery White, president, and Robert H. Denny, vice-president, will represent the home office. Mr. Indoe entered life insurance at Akron, O., and in 1905 became general agent at Omaha. He has retired but will continue to devote some time to personal production.

John Henry Russell, formerly general agent for Pacific Mutual Life at Los Angeles, and donor of the John Newton Russell trophy in memory of his father, has been named chairman of a "Little Hoover Commission" of 27 members to study and consider city government reorganization plans for Los Angeles.

E. L. Carson, retired Wisconsin manager of Equitable Society, was recently written up in a United Press Hollywood story by reason of his refusal to sign a movie contract. He is the father of Jack Carson and got on to one of his radio shows, proving to be such a popular comic that he had to come back for many return engagements. Mr. Carson argues that he wants to take things easy and not get tied up to a movie contract, despite the wish of Warner Bros. to sign him up.

DEATHS

George C. Turner, 71, retired treasurer of Mutual Life, died in Montclair. He joined the company in 1894 in its foreign accounts department, became assistant superintendent of the policy loan division in 1916, assistant treasurer in 1921, and treasurer in 1925. He retired in 1942. He was a nephew of the late Charles Y. Turner, famous mural painter.

William J. Kness of Audubon, Ia., manager for Midwest Life in western Iowa, died. His agency ranked first among all Midwest agencies in total business in force, the largest ever achieved by any agency of the company. He is succeeded by Alvah Jorgensen of Exira, Ia., formerly assistant manager.

Careers in Brief

William W. Bodine, who was recently elected chairman of Penn Mutual, is a native of Philadelphia, attended Harvard and took a law degree at the University of Pennsylvania. He began with the law firm of Morgan, Lewis & Bockius, and then joined United Gas Improvement Co. as attorney. In a 24-year climb he advanced to president of that organization and became chairman in 1943, the year in which he was elected financial vice-president of Penn



W. W. Bodine



Herbert Adam

Mutual. He has been a member of the Penn Mutual board since 1931 and has been on the finance committee for a number of years. He will continue to have supervision of the investment and banking operations of the company.

Herbert Adam, newly elected vice-president of Penn Mutual, has been with the company for 35 years. He is a Philadelphian, who was graduated from Temple law school, serving on the faculty of that institution for six years as professor of insurance law. He joined the company in 1914 and has won particular recognition in the fields of housing, mortgages and real estate. Mr. Adam is a brother of Malcolm Adam, newly elected president and chief executive officer of Penn Mutual.

Proxy Fight Develops in Pettric Companies

A proxy fight has developed in Citizens Underwriters Corp., holding company for Citizens Life & Casualty and Citizens General Ins. Co. The three companies are headed by Victor F. Pettric. A "shareholders' protective committee," headed by W. J. McNally, second largest stockholder in Citizens Underwriters, has sent out a four-page letter expressing alarm at the course of the companies under the present management and asking for proxies.

A refutation is being prepared by Mr. Pettric and will be distributed shortly.

Rates Same Despite A-Bomb

News that Russia now has an atomic bomb will have no effect on Metropolitan Life's rates, according to a statement by H. R. Bassford, vice-president and chief actuary, quoted in New York City newspapers.

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Burridge, President, Louis H. Martin, Vice-President and Secretary, 420 E. Fourth St., Cincinnati 2, Ohio.

Business Dept.—Ralph E. Richman, Vice-Pres.; J. T. Curtin, Resident Manager.
PHILADELPHIA 9, PA.—123 S. Broad Street, Room 1127. Tel. Pennypacker 5-3706. E. H. Fredrikson, Resident Manager.
PITTSBURGH 22, PA.—503 Columbia Bldg., Tel. Court 2494. Jack Verde Stroup, Resident Manager.
SAN FRANCISCO 4, CAL.—507 Flatiron Bldg., Tel. EXbrook 2-3054. F. W. Bland, Pacific Coast Manager.



Myers Notes Many SS Changes Under New Bill

The bill now before the House of Representatives for amending the social security act "represents a very significant proposal as to revision of the old-age and survivors' insurance system," according to Robert J. Myers, chief actuary of the social security administration. Mr. Myers presented a paper on the subject at the meeting of the Fraternal Actuarial Assn.

On many points of the proposal, declared Mr. Myers, there is virtually universal agreement but on others there is a difference of thought among various students of social insurance.

Increases Coverage

At present, the official noted, about 35 million jobs are covered, limited chiefly to workers in industry and commerce. The bill would extend coverage to as many as 11 million additional jobs, including all self-employed persons other than farmers and other than certain professional groups.

Self-employment, he pointed out, is to be covered, in the main, through income tax machinery.

Insurance Market Better Than Ever

(CONTINUED FROM PAGE 3)

\$7,100 or as much as \$9,600, in dollars of today's purchasing power.

Also the wife will need an income for a longer period. A woman's life expectancy at age 32 today is 74—seven years greater than 1900 and three more years will be added if the trend continues.

With children spending ever longer periods in school the dependency years for minors now average 18 and may reach 20.

A man's life expectancy now is 70 and is expected to rise by two years in the next 25. The proportion of working women also is increasing as is the number of families. All of these factors, declared Mr. Woodward, create greater demand for insurance.

R. E. Imig Accepts New N.A.L.U. Headquarters Post

(CONTINUED FROM PAGE 1)

of executive vice-president under his direction.

Among specific activities in which the new director of association development will cooperate are the refinement and increased effectiveness of the local and state association officers leadership training program; closer correlation between N.A.L.U. and L.U.T.C., the extension and strengthening of the association membership program; expansion of the national quality award program; closer liaison with the N.A.L.U. committees of agents and general agents and man-

agers; and in the development of special seminars both at the annual convention and during the year.

Mr. Benson expressed enthusiastic approval of the plan.

Maccabees Doctor Medical Group Head

The medical section of the National Fraternal Congress, elected Dr. H. R. John, Maccabees, president to succeed Dr. C. B. Parker, Independent Order Foresters. Dr. L. E. Haentzschel, Aid Assn. for Lutherans, becomes 1st vice-president and Dr. Olga Stastney, Woodmen Circle, 2nd vice-president. Dr. E. A. Anderson, Modern Woodmen, was reelected secretary-treasurer.

The program of the section included a discussion of blood pressure by Dr. Haentzschel and the follow-up of total disability claims with special reference to coronary diseases, by Dr. John.

A round-table discussion at luncheon was presided over by Dr. J. Raymond B. Hutchinson, Acacia Mutual. In the afternoon Dr. Daniel Blain, medical director of the American Psychiatric Assn. discussed mental disturbances and their relation to insurance. Dr. Douglas Noble of Washington participated in the round table. The final subject was the rehabilitation of surgical patients. The discussion director was Dr. J. Harold Couch, Toronto.

Training Need Seen By C.O.F. Officer

Fraternal societies are not keeping pace with non-fraternal companies in production due to lack of essential training of agency forces and the deep-rooted idea of selling memberships without sufficient regard for insurance needs. Such was the opinion expressed by Dr. John E. Boland, medical examiner Catholic Order of Foresters, at the National Fraternal Congress.

Fraternal insurance societies in this country and Canada showed a gain of \$1,700 million during the six years since 1942, while non-fraternal companies increased their insurance in force from \$130 billion to \$207 billion during the same period.

Cites Example

Dr. Boland gave an example of a successful agency training plan operated by a midwestern life insurance company, for 20 years in one state. It has a general agent in each county and full or part-time special agents. The state is divided into four sections, each supervised by a sales director.

Occidental Appointments Made at Clayton, Fresno

Wellborn Estes, former branch manager in St. Louis for Occidental Life, has been appointed general agent in Clayton, Mo. Starting with Aetna Life in 1924 in St. Louis he became assistant general manager in 1937 and joined Oc-

cidental as branch manager there in 1941.

Robert O. Tyrrell, who joined Occidental in 1945 after service in the navy, has been named assistant manager at Fresno, Cal. He is a graduate of Fresno State College.

Norman Benson Honored

Norman H. Benson, new home office manager for Mutual Trust Life, Chicago, was honored at an "open house" in the company's offices. He was formerly associate general agent in

Racine. He was welcomed by President Raymond Olson and other company officers.

The upper midwest regional headquarters of the FBI is moving from St. Paul to the new home office building of North American Life & Casualty, in Minneapolis.

Harvey Russell, Louisville, manager of Simmons University and founder of the Domestic Life, died.



Transplanting YOUR Family is Just as Easy!

Take Herb Smith—a typical Easterner. For years he yearned to live out west. Trouble was, the West to Herb's family, was a wild, woolly expanse of prairie and mountains. Everyone they knew thought the same.

Still, post-war reports showed millions of Easterners had settled permanently in western towns and cities. Billions of new dollars were being invested in business, agriculture, livestock, mining and other industries...all producing great wealth.

And today, Herb Smith and family, living more happily than they ever dreamed they could, occupy an important part in a western metropolis.

How—why, was Herb willing to pull up stakes...give up valuable connections and assured income? What made Mary, his wife, decide to settle the children in a different school—separate themselves from friends, relatives church and social affiliations? Uprooting such ties requires serious consideration.

Herb and Mary weighed the pros and cons. A vacation trip convinced them of the friendliness of western folks. Careful investigation revealed that schools, universities, churches, social and service clubs, cultural activities...all were on a par with the East. The scenic beauty, the opportunities for recreation were unsurpassed. But above all, the bustling, hectic growth of the West afforded opportunities of adventure in business far greater than in the Gold Rush Days.

With the housing situation considerably eased, transplanting the Smith family was no problem.

To the Herb Smith families for whom the West holds real promise of a NEW way of life, we offer, in our agency expansion program, genuine, economic SECURITY. Why not write us for complete details.



The CAPITOL LIFE INSURANCE COMPANY

CLARENCE J. DALY, President HOME OFFICE - DENVER

G. A. L'ESTRANGE
Vice President and Agency Director.

Detroit, Philadelphia Investment Men

Resting between sessions: Joseph E. Reault, (left) Maccabees, new president of the Fraternal Investment Assn., and Clyde F. Wilmeth, Junior Order United American Mechanics, council member of the Fraternal Investment Assn.



REINSURANCE

LIFE — ACCIDENT — HEALTH — POLIO

ALLIANCE Life INSURANCE COMPANY

Roy E. Button, Reinsurance Director

Chicago

LIFE AGENCY CHANGES

Rea Provident L. & A. Ont. G. A.

Provident Life & Accident has appointed Charles E. Rea, Ltd., as general agents for Ontario.



Charles E. Rea

Provident entered Canada in June, 1948, but no major agency appointments have been made because the company was looking for an agency of the experience and size to permit it to represent the Provident for all its lines.

Charles E. Rea, prior to establishing his agency in 1943, was in several lines of business in the United States and Canada. In six years the agency attained an annual premium volume of more than \$1.2 million. It was one of the top production units of Occidental Life.

In the A. & H. field, Mr. Rea was one of the founders of the Ontario A. & H. Assn., and is a past president. He is on the executive board of the International Assn. of A. & H. Underwriters. He is a member of the provincial parliament.

Hobart R. Munsell has been appointed manager of the life department of the Atkinson-Dauksch agency, Columbus, O. He has been in the insurance business 18 years.

C. L. Wilson of Waycross, Ga., has been appointed regional manager for

Can Register for L.O.M.A. Courses

Registration is open for all classes in life insurance, and will remain open until Oct. 7 for Life Office Management Assn's program. All casualty claims courses are still open. The next agents and brokers class will start early in November and registration for that also is being taken.

Richard Waddington has been made district manager of the New Brunswick branch of the Newark agency of Union Mutual Life. He has been with the agency about two years and is the leading agent for the year.

central Georgia by Georgia Life & Health.

Fred Selling Now Father's Partner; State Mutual G. A.



FRED AND JULIUS SELLING

The Julius Selling agency of State Mutual Life in New York City has been made a partnership, Mr. Selling's son, Fred M. Selling, having been appointed a general agent.

Fred Selling graduated from Commercial College in Nuremberg, Germany, and after working for an insurance brokerage firm in Hamburg, joined his father's company, one of the largest German brokerage firms, where he was taken into the management. After coming to this country, he was an underwriter for American Foreign Insurance Assn., utilizing his knowledge of international marine insurance. Later he went into life insurance selling.

After his father became general agent for State Mutual he joined the company as an agent, but went into the service during the war. Afterward he rejoined his father's agency and was soon made brokerage supervisor and assistant to the general agent.

Sun Life Entering Texas; Names John C. Rueger Manager at Houston

Sun Life of Canada will commence operations in Texas on Oct. 1 with the opening of a branch in Houston. Manager will be John C. Rueger, until recently district group manager for Sun Life in Philadelphia. Mr. Rueger, a

C.L.U. and a graduate of University of Pennsylvania, joined the company in 1942 as a group man in Boston. On his discharge from the navy he was transferred to Philadelphia.

With Texas, Sun Life will be writing business in 40 states, the District of Columbia and Hawaii.

Provident Mutual Names Page at L. A.

Gerald W. Page has been appointed general agent in Los Angeles for

Provident Mutual. He succeeds James H. Cowles, who served as general agent from 1932 until last December, when he became agency vice-president. George N. Quigley, recently retired general agent of the Colorado agency has been serving as interim manager at Los Angeles.

Mr. Page went into life insurance in Los Angeles in 1923 with Western States Life, which later became California-Western States Life. From 1942 until 1944 he served as associate general agent in Los Angeles for Equitable Society. In 1944 he became vice-president of Scott & Co., in charge of its life department.

A life and qualifying member of the Million Dollar Round Table, Mr. Page has served as president of the Los Angeles Life Underwriters Assn. and is currently president of the Los Angeles C.L.U. and regional vice-president of the American Society of C.L.U.



G. W. Page

of law, University of Southern California, Oct. 19-21, with F. W. Pierce, Connecticut General Life, as chairman. He is chairman of the association's committee on cooperation with attorneys.

This year's institute will deal with the practical tax problems encountered in drafting legal documents, with emphasis on community property in western states and business planning.

Ind. Holds Officers' School

The leadership training school for newly elected local association officers and committee chairmen from Terre Haute, Vincennes, Evansville, Bloomington and Tri-County was held in Vincennes, Ind. R. J. Felhoelter, state vice-president, presided.

Benson Pittsburgh Speaker

Judd C. Benson, manager Union Central Life, Cincinnati and N.A.L.U. president, was the featured speaker at a meeting of the Pittsburgh Life Underwriters Assn.

Elmira, N. Y.—Gilbert Meltzer, assistant to the president of Elmira College, spoke on the college's life insurance course.

Michigan City, Ind.—Melvin C. Brown, Fort Wayne manager of New York Life, spoke on "It's Ideas That Sell" before the LaPorte county association.

Wichita—The first fall meeting was devoted to the C.L.U. and L.U.T.C. courses, with a large turnout. Maynard Willis, educational director of Farmers & Bankers, is L.U.T.C. instructor. An enrollment of nearly 50 is expected. John V. Coe, Massachusetts Mutual, is chairman of the committee in charge.

Jamestown, N. Y.—At a luncheon meeting the film, "For Some Must Watch," was shown. T. Merrill Palmer gave a resume of legislation at the last session and reported on a meeting of the general committee of the New York state association. The next meeting is scheduled for Oct. 21.

La Crosse, Wis.—At the opening fall luncheon meeting of Western Wisconsin association Harold J. Cummings, president of Minnesota Mutual, spoke on "More Work Is the Answer."

Columbus, O.—Charles E. Spencer, Penn Mutual, Toledo, president of the Ohio association, spoke at the fall meeting Friday. W. A. B. Woodley, the new president of the Columbus group, was presented a gavel, the gift of the local association, and a certificate of appreciation from the National association. The presentation was made by Edward T. O'Brien, retiring president.

Salt Lake City—At the September meeting Gov. J. Bracken Lee, who was introduced by Kenneth W. Cring, superintendent of agencies of Pacific National Life, spoke on "Good Government for All." He urged more unselfishness by all classes of citizens, with fewer demands on the federal government, thus avoiding the ever-prevalent pressure groups. "The nation, contrary to the beliefs of many," he said, "does not owe anyone a living."

Can Convert F.I. Plans

Manhattan Life announces that it is now including a conversion privilege in all family income and home protection riders. Exactly the same conversion rights will be extended to old policyholders where the riders do not provide for conversion. Conversion must be effected before age 60. The face amount of insurance will be equal to the commuted value of the monthly payments, if the old rider is a family income rider, or, if the old rider is a home protection rider, the amount of insurance will be that provided in the schedule therein as effective on the date of conversion.

THE WOMAN'S BENEFIT ASSOCIATION
Founded 1899
A Legal Reserve Fraternal Benefit Society
Agnes E. Koob, Supreme President
Frances D. Partridge, Supreme Secretary
Port Huron, Michigan

ASSOCIATIONS

Oklahoma City Takes Up Plans for N.A.L.U. Mid-Year

OKLAHOMA CITY—At the first fall meeting of Oklahoma City Assn. of Life Underwriters, Harvey G. Kemp, John Hancock, chairman on arrangements for the mid-year meeting of the National Association, to be held here, appealed for the aid of each individual to assist in putting over this big job.

Plans for monthly programs were outlined by Joseph M. Pinkerton, program chairman. W. P. Stagg, New York Life, told of the advantages of the L.U.T.C. course which will be conducted by J. D. Anderson, Mid-Continent Life.

Lawrence Klein, John Hancock, told of plans of the C.L.U. chapter which this year will study finance, investments, money and banking under direction of Charles P. Stuart, president of Fidelity National Bank. Francis P. Mulky, Phoenix Mutual, spoke on stimulating membership.

Hartford Assn. Honors John M. Holcombe, Jr.

Hartford Life Underwriters Assn. at its meeting on Sept. 22, honored John Marshall Holcombe, Jr., managing director of Life Insurance Agency Management Assn., who received the John Newton Russell memorial award for outstanding service to the institution of life insurance.

Vincent B. Coffin, vice-president of Connecticut Mutual, paid tribute to Mr. Holcombe for his achievements.

The meeting ended with the new Institute of Life Insurance film.

Tax Institute at L. A.

Life Underwriters Assn. of Los Angeles will hold its second annual institute on federal taxation at the school

AID ASSOCIATION FOR LUTHERANS

Pertinent Statistics January 1, 1949

LEDGER ASSETS Over \$105,000,000
INSURANCE IN FORCE Over \$462,000,000
BENEFITS PAID SINCE
ORGANIZATION Over \$ 49,000,000

HOME OFFICE: APPLETON, WISCONSIN

NEWS OF LIFE COMPANIES

John Hancock Has Open House in Its New Skyscraper

BOSTON—Opening ceremonies for John Hancock's new home office annex this week coincide with the 35th anniversary of the day President Paul F. Clark began his career in Baltimore as an agent.

Secretary of the Treasury John W. Snyder was scheduled to be the main speaker at the official opening, climaxing open house week. Ceremonies were to be held in the company's auditorium.

Mayor Curley of Boston, a representative of Gov. Dever of Massachusetts, and Mr. Clark were to speak briefly.

An estimated 50,000 guests were expected this week to visit the new 26-story building which houses the home office staff of 5,500. Family nights were observed during the week for relatives of home office people and eastern Massachusetts agents of the company.

Fenn Elected C.L.U. Head for National Life of Vermont

Francis T. Fenn, Jr., of Hartford was elected president of the C. L. U. organization of National Life of Vermont at its meeting held at Cincinnati during the convention of National Assn. of Life Underwriters.

Speakers at the company dinner were Clifford H. Orr, National's general agent at Philadelphia and retiring N.A. L.U. president; L. Douglas Meredith, company executive vice-president, and A. Gordon Nairn, executive vice-president of the Life Underwriters Assn. of Canada.

The meeting ended with a conference on a new agent's contract. Morton A. Laird, associate actuary; David W. Hoxie, attorney, and E. Reginald Murray, agency secretary, led a discussion on it.

Win Manhattan Awards

Manhattan Life's Manhattan Club awards and four president's trophies have been won by personal producers and agencies.

Manhattan Club awards go to Harry Levey, Beverly Hills, Cal., for being first to qualify; Morris L. Harmelin, Newark, N. J., leader in volume; T. Lucile Salisbury, New York City, leader in paid lives; Donald J. Macker, Westwood, N. J., leader, combined volume

and lives; William J. Schloen, Jr., Beverly Hills, leading general agent, personal volume, and James G. Ranni, New York City, leading general agency, volume and premiums.

The Ranni agency won the president's trophy in division 1 for sales leadership and also for greatest production regardless of division during June, July and August. Other winners are: Schloen-Levey, Beverly Hills, division 2; Clarence Spencer, Trenton, N. J., division 3.

Awards will be presented by J. P. Fordyce, president Manhattan Life, at the annual agency conference, Pocono Manor, Pa., Oct. 17-20.

Davis to Bankers Mutual as Agencies Superintendent

Charles H. Davis of Chicago has been appointed superintendent of agencies by Bankers Mutual Life of Freeport, Ill.

Mr. Davis has had over 25 years experience in the life insurance field, beginning as an agent in Detroit for Equitable Society. He moved to Minneapolis as associate general agent for Pacific Mutual Life and several years later became Chicago manager for Pacific Mutual. Afterward he was appointed field supervisor for the company and then manager of the eastern department for railroad payroll deduction insurance, with headquarters in Chicago.

For a time he was head of North American Accident's agency department and for the past year has been in life and A. & H. supervisory work in Chicago. He is a past president of the Chicago A. & H. Assn.

Washington National to Take Over Great Northern Life

Washington National and Great Northern Life have announced a proposed merger. The companies will continue to operate independently until the details of the transaction have been completed.

Washington National will assume all of the life and A. & H. policies as well as the agency and home office staff of Great Northern and following the merger the companies will operate as Washington National, with executive offices at Evanston, Ill. The consolidation will make Washington one of the largest combination life and A. & H. stock companies in the U. S.

As of Jan. 1, 1949 Washington National had assets of \$96,730,398 and Great Northern \$15,937,496. Life insurance in force was \$506,090,565 and \$65,012,477 respectively.

To Build at Chattanooga

National Life & Accident has received bids for construction of a building at Chattanooga to house its agency there. The building, which will house personnel heretofore in rented space, is to cost \$75,000.

Tampa Electric Co. has sold to New York Life \$4 million of 3% debentures due in 1969.

Detroit C.L.U. Resumes

John J. Raymond, attorney, spoke at the first fall meeting of the Detroit C.L.U. chapter. He discussed legal and tax phases involved in joint ownership of property. Roy E. Stringer, national director, reported on the annual board meeting at Cincinnati.

MANAGERS

Oakland Managers Meet

The general agents and managers section of the Oakland-East Bay Life Underwriters Assn. heard a report on the L.U.T.C. committee by James Uren, and a report by Frank Dedman, president of the local C.L.U., followed by a talk by S. G. Denner, associate state director of the State Farm companies, and president of the managers section, who reported on the managers' meeting at the N.A.L.U. convention in Cincinnati. The Institute of Life Insurance film, "For Some Must Watch," was shown.

Supervisors Hear Roscoe

Life Agency Supervisors of Los Angeles at their first fall meeting heard

Lester Roscoe, director of field training of Occidental Life, talk on "Illusions—Symptoms—Diagnosis—Treatment." He spoke especially on handling objections. Charles E. Cleeton, general agent of Occidental, just elected secretary of N.A.L.U., gave a brief report on the Cincinnati convention.

Talk on Inspection Work

San Antonio Life Managers Club heard R. W. Sinz, San Antonio manager of Retail Credit Co., discuss inspection of applicants for life insurance.

Held Richmond C.L.U. Head

Lewis I. Held, Northwestern Mutual, has been elected president of the Richmond C.L.U. chapter. R. Hampton Davis is vice-president and Samuel R. Ames, secretary.

GENERAL AGENTS— in Virginia, Kentucky, Nevada, New Mexico... MAKE MORE MONEY with STERLING!

If you are thoroughly experienced in H & A hospitalization and life insurance—if you want to sell the best . . . if you have a record of success as an organizer and a producer and want to satisfy your ambitions, we'll show you the greatest money-making insurance opportunity in years. All communications strictly confidential. Write — L. A. Breskin, Sterling Insurance Company, 135 Sterling Building, 737 N. Michigan Avenue, Chicago 11, Illinois.

GLOBE LIFE INSURANCE COMPANY OF ILLINOIS

Attractive Agency Contracts COMPLETE LIFE INSURANCE COVERAGES—AGES 0-60

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NEWARK, N. J. AGENCY

needs a supervisor for life, accident and health. Must have minimum of five years successful personal production. (3-500 M per yr.) Financial arrangement will make you happy. Address W-3. The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

ASSISTANT ACTUARY WANTED

Progressive Western Company with over \$200,000,000 life insurance in force, plus Accident and Health, and with a steady record of growth has an opportunity for a young Associate of the Society of Actuaries with some years of experience to take charge of its Calculation Division and perform miscellaneous actuarial duties. If interested give details of company connections, salaries received, education and experience, age and marital status. Address V-98. The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

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RICHMOND • ATLANTA

COMPANY MEN

Case, Petty Home Life Agency Field Assistants

Edmund B. Case, assistant manager of Home Life of New York at Rochester, N. Y., and William C. Petty,



Edmund B. Case



W. C. Petty, Jr.

Jr., assistant manager at Huntington, W. Va., have been appointed agency field assistants. They will assist managers in building field organizations, in advanced field training and in other phases of management work.

Both men have been through Home Life's management training program. Mr. Case joined Home Life as an agent in 1947 after serving as a sales executive in an oil company. He was appointed assistant manager at Rochester in July, 1948. He is a graduate of Colgate University.

Mr. Petty, son of the manager of the Huntington agency, joined Home Life as an agent in 1946, following army service. In his first full year he placed among the top third of Home Life's agents. He was named assistant manager at Huntington in May, 1948. He is a graduate of Eastern Kentucky State Teachers College.

New President

Walter H. Huehl, who recently succeeded A. H. Kahler as president of Indianapolis Life, was previously executive vice-president and actuary.

At the same meeting J. Dwight Peterson, president of City Securities Co., was elected a director succeeding Mr. Kahler.



Walter H. Huehl

Opens N. O. Group Office

Prudential has opened a group sales office at New Orleans, with William J. Harford as manager. It will be a branch of the central states regional office at Cincinnati.

POLICIES

Great National Juvenile Plan

Great National Life has placed on the market a juvenile non-participating endowment at age 65 contract providing for triple benefit at age 25 and return of premiums in event of death before age 25.

Issues Income Disability

Midwestern United Life is now issuing to male lives a disability rider which provides waiver of premiums and \$10 per \$1,000 monthly income upon presentation of satisfactory proof of total and permanent disability before the policy anniversary nearest the insured's 55th birthday. Benefits are payable to age 65 or earlier maturity of the contract.

At age 65 this provision matures the policy for the face amount.

Travelers' New Options

Current policies of the Travelers now include guaranteed settlement options of 2½% fixed period income and 2½% life income, 10 and 20 years certain and cash refund. Also included is an option providing that proceeds may be held with interest at the rate of 2% per annum payable annually for life. These options apply to matured endowment proceeds, cash values and proceeds payable in event of death.

ACCIDENT

American People Don't Want Socialized Medicine: Horan

Socialized medicine and health care isn't anything new to the American people, and through the years 60% of them have indicated they want no part of it, even when it is free and efficient, Phil E. Horan, general counsel of Mutual Benefit H. & A., declared in his address on "Your Greatest Asset and Greatest Lead Getter" before A. & H. Underwriters Assn. of St. Louis.

He pointed out that in the early days of the packing industry and of the railroads those companies had their own medical staffs and free medical advice and medical care was offered to their employees.

"Notwithstanding that those medical men were often among the very best in their communities, 60% of the persons entitled to such free medical care refused to accept it," Mr. Horan continued. "They left the company doctor and went out and hired their own doctor, paying his fee and for the prescribed medicine out of their own pockets."

"The American people are sold on personal service. The average American man and woman wants a physician or a surgeon who has a personal interest in them, not a medical man hired by someone else, since he doesn't give the same personal care they feel and know that they are entitled to."

He credited the American agency system for the fine public favor now enjoyed by A. & H. insurance.

"Where the A. & H. insurance business is going," he said, "depends not on the men in the home office but on you people in the field. The American people are sold on your business. The only question is how you are going to keep them sold on it."

"Personal service on your part is the best asset that we've got to motivate the

people against totalitarianism and state insurance."

Two past presidents of the St. Louis association, Leo E. Coffman, Columbian National Life, and Pearce H. Young, General American Life, received gifts in appreciation of their services.

Speaker at the Oct. 27 meeting will be E. H. O'Connor, managing director of Insurance Economics Society.

The association will conduct a sales school the latter part of November with Paul Williams as lecturer.

Miami A. & H. Men Elect

Miami Assn. of A. & H. Underwriters has reelected Frank Gabor, Educators Mutual, president. Wilson L. Harrell, Aetna Life, and C. L. Russell, Professional, are vice-presidents; Mrs. Harriet Bell, Bankers L. & C., recording secretary; Harvey Goodman, George Rogers Clark, corresponding secretary, and M. J. Snyder, Educators Mutual, treasurer.

New Mich. Medical Contract

GRAND RAPIDS, MICH.—A new medical care service contract combining medical and surgical benefits for persons with incomes not exceeding \$5,000 annually is likely to be issued soon by Michigan Medical Service. Michigan Medical Society's house of delegates, on recommendation of a special study committee, proposed the new contract at a meeting here. The present contract is limited to individuals with incomes of not more than \$2,500 and provides mainly surgical and obstetrical benefits.

Dr. Wilfrid Haughey, Battle Creek, vice-president of the medical service, said the new contract has been written experimentally on a limited scale for nearly four years.

A.&H. Men, Doctors Confer

Committees representing Texas Assn. of A. & H. Underwriters and Texas Medical Assn. met at Austin to discuss closer cooperation in assuring the average man adequate hospital and medical care. They took up matters which have affected the relations of the two groups with a view to bringing about better relations. Among these was the need for a brief claims blank for the doctor to fill in. They also discussed ways of protecting the physician when claims are paid. The Tennessee plan formed the basis of discussion. Future conferences are planned.

Life Agency Cashiers Assn. of Detroit and Windsor is holding its annual meeting this week at Windsor.

Horace Greeley's "Go West Young Man" Is Still Good Advice.

A REAL OPPORTUNITY FOR WELL-TRAINED YOUNG LIFE INSURANCE MEN IS NOW OPEN FOR YOU IN THE WEST

We are a progressive Colorado Life Insurance Company with multiple line affiliations, and we want 10 District Managers in Colorado and New Mexico.

These Managers will be paid definite salaries ranging from \$1500.00 to \$4000.00 annually, based on business now in force in the respective territories. They will also receive full commissions on personal production and an overriding commission on the production of their agents.

No shortage of prospects ever exists because all lines are available, including Ordinary, Industrial, Intermediate, Group and Credit Life Insurance; the same classifications of Accident and Health and Hospitalization, and in addition, Fire, Casualty, Marine and Hail.

If you can qualify, you will have a man-sized job with large income possibilities right from the start.

Only applicants between ages 24 and 36 will be considered. You must have good basic education and life insurance training (we will teach you the other lines). Years of experience are not necessary. One to three years are sufficient and preferable.

We are seeking young men now working under uncertain commission contracts, who desire to earn, immediately, from \$5000.00 to \$15,000.00 a year and are willing to work for it.

Only letters or applications giving full details of company connections, earnings, education and experience, age and marital status, will be considered. All replies will be held in strict confidence. A frank statement of your personal financial condition will be helpful, but is not required at this time. Address V-96, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

1,000 at N.F.C. Washington Meeting

Perrin of Modern Woodmen Moves to Top Position

Concern Voiced at Government Interference; N. Y. Is '50 Meeting Site

By DONALD J. REAP

WASHINGTON—"Let's Be More Fraternal" was the theme of the annual convention of the National Fraternal Congress of America at the ultra-modern Hotel Statler in Washington.

George G. Perrin, general counsel of Modern Woodmen of America, was scheduled for election as president to succeed Mrs. Jeanie Willard, 1st vice-president of Supreme Forest Woodmen Circle, Omaha. The name of the new vice-president to succeed Mr. Perrin, who moves up from that post, was not announced by press time.

The 1950 meeting is scheduled for the Statler Hotel in New York City and will take place as customary during the last week of September.

Concern Is Expressed

A secondary theme of the meeting indicated by the talks made at the general sessions and at the meetings of the affiliated field managers and investment associations was the increasing trend toward more government interference in insurance and in business in general.

About 1,000 attended the meeting. The first day was occupied by sessions of the Fraternal Field Managers Assn. and of the Fraternal Investment Assn. Meetings of the presidents', secretaries', law, medical, press, and state congresses' sections, and that of the Fraternal Actuarial Assn. took place all day Tuesday, the day on which registration began.

Convened By Mrs. Willard

The first full session was convened by Mrs. Willard and immediately after that came the presentation of flags.

After the invocation, greetings were brought by Mrs. Blanche J. McDorman, president of the Maryland and District of Columbia Fraternal Congress, and Rene Pare, Societe des Artisans, president of the Canadian Fraternal Congress.

Mr. Perrin gave the response. The principal speaker of the morning was Ralph Bradford, executive vice-president of the U. S. Chamber of Commerce. His subject was "Let's Make America Safe."

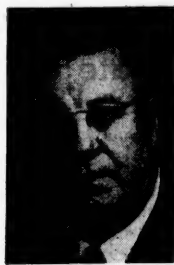
The report of the president and of Foster F. Farrell, secretary-treasurer-manager were next. Other committee reports followed throughout the day. During the afternoon Dr. J. Harold Couch, associate professor of surgery at the University of Toronto, spoke.

The convention banquet that evening was presided over by Mrs. Willard. The speaker was Strickland Gillilan, humorist.

(CONTINUED ON PAGE 24)

Declares Some States Are Closer to Nationalizing Insurance Than Britain Is

Some states and some provinces have gone farther down the road toward nationalization of insurance than has happened in Great Britain, said Tom Robertson, president of the Independent Order of Foresters, in his address before the presidents' section of the N.F.C. Mr. Robertson only recently returned from a trip to England where he investigated the nationalization situation there, although his primary aim was to encourage the I.O.F.'s membership there to more aggressive action in the matter of growth and development.



Tom Robertson

"Let us go a little further than the question of social medicine, or a welfare state, and examine our position with regard to the nationalization of the insurance business," he said. "We have, on this side of the Atlantic, raised our hands in horror at the British government's insinuations or suggestions regarding the nationalization of the insurance industry in Britain—either in full or in part. But when we think of what is gradually taking place right here in our own country—that is, what has actually happened in some states of the union and some provinces of Canada—I say to you in all honesty that we have, if anything, gone farther down the road toward the nationalization of insurance than have our friends across the sea. There is the possibility that what may happen to them in one fell swoop is already happening to us in progressive stages."

"Remember this, my friends, that the dividing line between having one's

business nationalized and being nationalized out of business, is a very fine one. In other words, it does not matter much how it happens, if it happens. The thing to do is to start early enough to see that it does not happen."

Mr. Robertson said that he is of the opinion that the fraternalists should oppose anything that smacks of socialization. This should be a duty because every move in the direction of socialism is a blow at freedom and free enterprise, because it would destroy a great deal of what the fraternalists have toiled for years to build up, and because it would very definitely detract from the quality of the citizens.

"If the coming generations of Americans and Canadians are to be brought up on crutches, they will never learn to walk," he declared.

Legislative Year Busy, Long; N.F.C. Studies 1,346 Bills

In his report as secretary-treasurer-manager Foster F. Farrell stated that the 1949 legislative year was one of the busiest and certainly the longest he had ever experienced. The N.F.C. headquarters studied 1,346 bills. Of the total, 123 apply either directly or indirectly to fraternal benefit societies, and 55 were enacted into law.

Mr. Farrell mentioned particularly the Florida tax situation, because of which he made a hurried trip to Florida for a hearing on the tax bill. The governor

(CONTINUED ON PAGE 23)

Hand in Hand



Greeting... The National Fraternal Congress,

an association which has joined the hands of 114 Life Benefit Societies to promote fraternity and protection of the home.

LIFE INSURANCE has joined hands of millions to secure a measure of financial independence. Members of The Maccabees, by mutual association, have created more than \$300,000,000 of insurance protection for self and dependents.



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Fred Mueller of Lutheran Brotherhood Stresses Better Training for Field Men

In addressing the secretaries section of the N.F.C., Fred C. Mueller, secretary of Lutheran Brotherhood, pointed out that the two fundamental requirements of a successful field man are salesmanship of the highest character and the selection of qualified applicants. Many secretaries of the various fraternal societies are constantly in touch with their field representatives in the course of their daily work or with home office underwriting problems and consequently the subject is of daily concern to them, he said.

"Up to date methods must be used for the training of the vocational life insurance salesman so that he can compete successfully in the competitive field which lies ahead for all life insurance

organizations during the coming decade," he said. "Changing economic and social factors may affect all of us a great deal in the immediate years ahead."

Mr. Mueller cited figures from the Institute of Life Insurance on the ownership of coverage by women and children. He mentioned that in 1948 about \$3½ billion or 15% of new life insurance bought in the United States was on the lives of women. Among a representative group of companies, some two-thirds of the ordinary insurance bought on women's lives was on working women, and about one-third on housewives. About one-fifth of all insurance in force in 1948 was on women—nearly \$40 billion. This indicates the recognition of

women's economic significance in the family and in society.

About \$3 billion of insurance on children bought in 1948 was on children. This amounts to nearly 10% of all ordinary insurance bought and 40% of all industrial insurance.

While life insurance protection is the primary purpose of the fraternal benefit societies, at the same time they render a real service in teaching religion and patriotism, Mr. Mueller said.

Miss Patrick Heads State Units Section

Miss Louise Patrick, Supreme Forest Woodmen Circle, was named president of the state congresses section, taking over that office from Mrs. Helen E. Wold, Royal Neighbors of America, who moves to the executive committee.

Leland J. Bayley, Unity Life & Accident, is 1st vice-president, Carl Biebers, Sons of Hermann in Texas, 2nd vice-president, and Elmer Anderson, Scandinavian-American Fraternity, secretary.

Additional members of the executive committee include Farrar Newberry, Jr., Woodmen of the World of Omaha, Nashville, Richard Johnson, Maccabees, Miami, Minnie Schmid, Woman's Benefit Assn., Portland, Ore., Herbert T. Hotchkiss, supreme secretary of Royal Arcanum, Boston, and Donald Jackson, Modern Woodmen, Greensboro, N. C.

H. G. Benz Speaks

Herbert G. Benz, agency director of Aid Assn. for Lutherans, was the principal speaker at the afternoon session of the state congresses section. His topic was field work.

Earlier the meeting had been called to order by the outgoing president Mrs. Wold, after greetings from Mrs. Willard and Mrs. Blanche McDorman of the Maryland and District of Columbia congress, responses were made by Leland J. Bayley, Unity Life & Accident Assn., and Miss Patrick.

Following the report of President Wold the secretary's report was given by N. T. Newberry, state manager for Woodmen of the World, Omaha, in North Carolina. John J. Cronin, protected Home Circle, reported for the auditing committee. An address was given by Dr. Hada M. Carlson, supreme physician, Royal Neighbors of America. Luncheon speaker was Mrs. J. Warren

Biggest Man



Biggest man at the convention was L. R. Beam, a director of Woodmen of the World, Denver. On the left is J. F. Freeman, secretary-treasurer, and at right Alan Brown, president of that organization.

Hastings, a prominent social worker. Officers were installed by Mrs. Ethel H. Nall, treasurer Supreme Forest Woodmen Circle.

Mrs. Jeanie Willard, retiring N.F.C. president, and Foster F. Farrell, secretary-treasurer-manager of N.F.C. spoke on Washington radio stations on the eve of the meeting. Each was interviewed by local radio commentators.

Sunday's activities were limited to a meeting of the N.F.C. executive committee, that of the directors of Woodmen of the World, and that afternoon, Woodmen Circle's reception, at which most of the early arrivals were present. Most of the conventioners arrived in Washington Sunday evening and early Monday.

Horace L. Rosenblum, who is publicity director for Woodmen of the World, drove from Omaha to Albany to visit his daughter while en route to the meeting. He was in charge of publicity for the N.F.C. convention.

Kentucky Home Mutual has appointed Stanley H. Jones of Glasgow, Ky., as general agent there.

Early Arrivals at the Big Convention



Early arrivals at the convention included Alex O. Benz, president of Aid Association for Lutherans, and a past president of N.F.C., Fred A. Johnson, president of the presidents section of N.F.C. and supreme archon of the Royal League of Chicago, and Herbert Benz, agency director of Aid Association for Lutherans.

AN OPPORTUNITY Worth Looking Into!

Lutheran Brotherhood has unusual sales opportunities, offering liberal commissions to Lutheran men and women who can qualify as agents. If you live in a Lutheran territory, it is to your advantage to investigate.

We send trained supervisory help to enable you to get started.

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LUTHERAN BROTHERHOOD

Legal Reserve Life Insurance for Lutherans

HERMAN L. EKERN, President

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PROTECTED HOME CIRCLE

SHARON, PA.

FOUNDED IN 1886

A Legal Reserve Fraternal

Insurance Society

S. H. HADLEY
President

L. D. LININGER
Secretary

SHARON, PA.

Degree of Honor



Seated in the lobby of the Hotel Statler are Mrs. Edna E. Dugan, national director Degree of Honor Protective Assn. of St. Paul, at the left, and Mrs. Clara B. Bender, past president of N.F.C. and national secretary of Degree of Honor.

Says High-Powered Business Man Risks Dinosaur's Fate

"Positive thinking and the overcoming of tension are two primary elements in the art of successful living today," said Dr. Norman Vincent Peale, noted clergyman and author, at the closing session of the National Fraternal Congress.

Dr. Peale said that "this is a rather pathetic generation in that while we are the greatest experts in history in the field of technology, we are extremely inept in the basic art—that of personal living." Dr. Peale said that probably the greatest malady affecting present-day people is the tension that arises out of fear and the strain and stress of modern life. He quoted a physician as saying that the American business man is likely to become as extinct as the dinosaur, and for the same reason—his inability to adjust to the high tempo of his environment. Dr. Peale quoted the late Dr. George Crile of Cleveland as saying that the three greatest maladies of the human race are fear, anxiety and guilt.

What the country needs is a great resurgence of the simple practice of the techniques of Christianity, said Dr. Peale. This is very important, he said, because unless we get peace in our minds, we will never be able to think rationally and factually and without

rational, disciplined thought, neither individuals nor social groups can solve problems.

Offers Plan to Boost in-Force

The data of post-war years give hope that the reduction of insurance in force among the fraternal societies that has been going on for the last 20 years or so has been halted, said Richard deR. Kip, insurance instructor at the Wharton school of University of Pennsylvania, addressing the N.F.C. general session Thursday.

As to whether anything can be done to assure that the change in direction may be permanent, Mr. Kip said that there are two areas which should be explored and developed further. First, there should be more work on an institutional basis and second, the development of efficient field forces.

Many Ignorant of It

"I have in mind," he explained, "more joint work to acquaint more people with the institution of fraternal life insurance. Frequently people ask me on what subject I am writing my Ph.D. dissertation. I tell them 'fraternal life insurance.' Many have never even heard of fraternal life insurance. Others have heard of it, but associate it with the type of protection which existed 30 or more years ago. I believe a great deal more work can and should be done on an association or institutional basis through the offices of an organization like the National Fraternal Congress. The commercial companies have apparently found such joint endeavors worth while. Your means, of course, do not allow the establishment of such an elaborate operation. But the existence of the institution of fraternal life insurance, its soundness, and its strength can, I believe, be best brought to the attention of the public by an institutional approach."

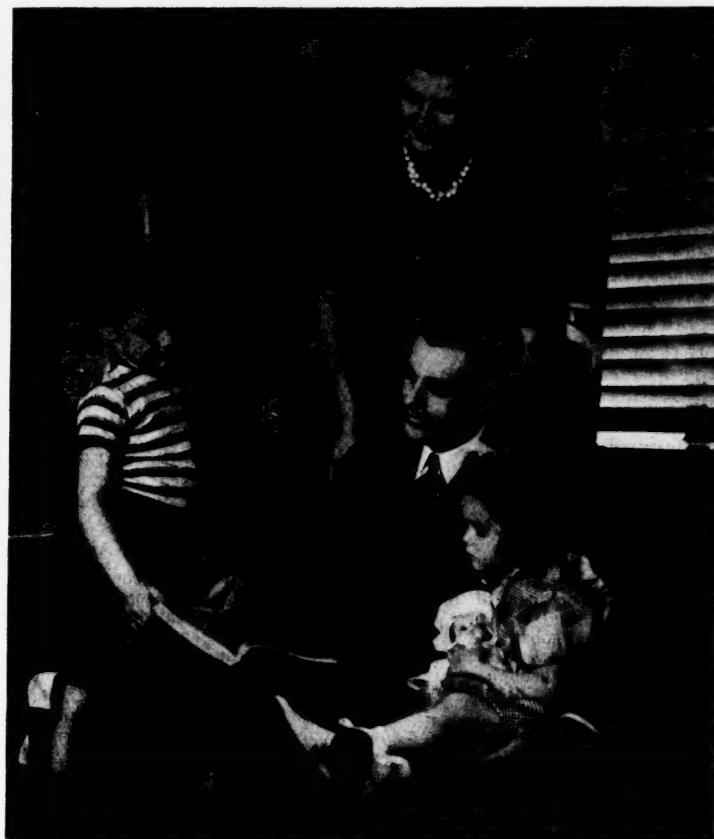
Mr. Kip said the Fraternal Insurance Counselor designation is a start along the right track and an attempt should be made to bring the whole field group up to that level. Further, those capable of absorbing advanced education and training should be given encouragement to go beyond F. I. C.

Carl Hickey, 39, of Ellsberry, O., manager of Western & Southern Life was showing his four sons one of the finer points of football and accidentally rammed his arm through a window glass. He severed an artery. He was taken to a hospital where he was given a transfusion. He was incapacitated for several days.

Modern Woodmen Representatives at NFC



Modern Woodmen of America dignitaries at the meeting included, left to right, John C. Phillips, director and assistant to the president; Mrs. Vivian Watkins, director of junior activities; Mrs. Phillips; and W. Cable Jackson, director and superintendent of agents.



A FORMULA for FAMILY SECURITY

The service of Royal Neighbors of America is based on the formula that life insurance and fraternalism create family security and happiness. Security is provided by the Society's modern plans of legal reserve life insurance. Fraternalism is found in the fellowship, numerous social activities and projects of the more than 5,200 local Royal Neighbor camps or lodges throughout the United States.

ROYAL NEIGHBORS OF AMERICA

INSURANCE, PLUS FRATERNALISM PROTECTS THE WHOLE FAMILY
SUPREME OFFICE ROCK ISLAND, ILL.

Growing by Hundred Millions and Scores of Thousands

Delegates to the National Fraternal Congress convention can point with pride to the growth of fraternalism. We now represent nearly Nine Million members with Two Billion dollars of life insurance protection. Each year our membership increases by hundreds of thousands and our insurance in force by scores of millions of dollars.

The Woodmen of the World gives much credit for its steady growth to its "Fraternity in Action" program. This is making Woodcraft attractive to more men and boys, and is building the society's reputation as a public service organization.

WOODMEN OF THE WORLD LIFE INSURANCE SOCIETY

Omaha, Nebr.

J. R. Sims Heads Field Managers

Group Also Creates Associate F.I.C. Designation for Newer Men

The Fraternal Field Managers Assn. elected J. R. Sims president, to succeed Joseph Spencer, Protected Home Circle. W. Cable Jackson, Modern Woodmen, becomes vice-president. John E. Little, Maccabees was reelected secretary-treasurer.

Executive committeemen are J. A. Porterfield, Equitable Reserve Assn., Jacob Farara, Polish National Alliance; L. E. Probst, Modern Woodmen; and Mr. Spencer.

Panels on recruiting and field training featured the meeting. Greetings from the N.F.C. were extended by its president, Mrs. Jeanie Willard, with the response being offered by Mr. Sims. This was followed by the presidential address of Mr. Spencer.

Mr. Jackson was chairman of the recruiting panel. Participating were T. E. Newton, Woodmen of the World, Omaha; Florence Jensen, Woodmen Circle, and Mr. Probst.

The best recruits and the most recruits can be obtained through men already in the fraternal field, Mr. Probst stressed.

Morale in management was the topic of S. E. Mooers, vice-president Acacia Mutual, first morning speaker.

He discussed the need for enthusiasm for the business on the part of the manager and the recruit and said that the

main problem was as much "holding on to the men we have as to bringing in the new."

Mrs. Moss Speaks

That afternoon Mrs. Ulma Moss, supreme junior director, and assistant to the president of Maccabees, said that if more time were given in training adults and field persons in fraternal activities, the future of fraternal societies would not be uncertain.

Because she is conversant with juvenile activities, Mrs. Moss spoke on this subject at some length. Comparatively speaking, she said, this is a new phase of the fraternal system, yet today societies have more than 1,500,000 junior members with insurance in force totaling more than \$900 million.

Homer Teamer, secretary of the Insurance Federation of Pennsylvania, said that cooperation between all branches of the insurance business is now more essential than ever. Mr. Teamer said many people in the fire, casualty, life and fraternal lines feel that if laws are passed which do not specifically concern them, they need not worry about them.

Present Bull-Throwing Award

Fred A. Johnson, supreme archon of Royal League, presented a newly-created past president's trophy to Herbert G. Benz, agency director of Aid Assn. for Lutherans. The award was a gold statue about six inches high on a pedestal of the same height. It depicted a man throwing a bull over his shoulder. The idea, Mr. Johnson said, was in line with the qualifications of all good salesmen. The award will be made each year.

There was a panel discussion on training at which Harold Hoel, Lutheran Brotherhood, presided. Speakers were

Mr. Porterfield and John E. Boland, Catholic Order of Foresters.

At the business session the executive committee suggested that the basis of awarding the fraternal insurance counselor designation be changed. Heretofore the requirements were the completion of a training course and the writing of \$100,000 of business plus other qualifications.

The new suggestion was that a new designation of associate F.I.C. be created to be granted on the completion of a basic training course plus the writing of \$50,000 of new business, with the full designation awaiting the writing of \$100,000 and the completion of an advanced course.

Originally there was an objection on the grounds that this might mean the lessening of the requirements for attaining the F.I.C. designation. It was explained, however, by various speakers from the floor that the new program was to recognize partial progress rather than to lessen the requirements and that it was to encourage the newer men. It was also pointed out that the basic course was much more difficult now than it was, with some of the old timers suggesting that it might even be true to say that the basic training course is now as difficult as the former complete course. After this explanation there was a unanimous vote for the change.

Five Objectives

A training program with five objectives for preparing field representatives was propounded by J. A. Porterfield of Equitable Reserve Association.

He outlined the objectives as follows: To increase the scope of a representative's knowledge on all phases of the business; to perfect his prospecting and selling techniques so that he can recognize at a glance an insurance need; to establish regular and efficient work habits and records; to improve his personality so more prospects will

P.H.C. Dignitaries



Protected Home Circle's President S. H. Hadley, at right, talking things over with F. B. Mallett, vice-president.

want to do business with him, and to instill in him ambition, enthusiasm and a strong desire for leadership.

Training courses in theory and working practice are combined in the plan presented by Mr. Porterfield. In addition to making frequent personal contacts through state managers and supervisors, his society holds round table conferences at the home office. Here the work is discussed, new projects introduced and decisions made on rules and practices, all set down on paper and given to representatives and supervisors.

Fraternal societies must recruit field workers who will build up the lodges and make them interesting enough to meet the keener competition that exists today for peoples' time, said Talmage E. Newton, Woodmen of the World, Omaha, at the meeting of the Fraternal Field Managers Assn.

Mr. Newton said that the ideal prospect for a field worker is a fairly young

New Officers of Fraternal Investment Assn.

Officials of the Fraternal Investment Assn. are shown gathered at table immediately after the election. Seated from left to right are: C. E. Harrington, Woman's Bene. Assn., Port Huron, Mich., the outgoing secretary; Joseph E. Reault, Maccabees, Detroit, new president; and De E. Bradshaw, chairman Woodmen of the World, Omaha, retiring president. Standing are John C. Faulkner, Royal Neighbors of America, former treasurer and new vice-president; and William H. Zuehlke, Aid Assn. for Lutherans, the new treasurer. Howard Lundgren, Woodmen of the World, Omaha, the new secretary was absent when the photograph was taken.



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RICHARD F. ALLEN
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MARTIN MILLER
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**YOU HAVE
"READY MADE" CONTACTS
IN EVERY
COMMUNITY**

**WHEN YOU'RE WITH THE
MODERN WOODMEN FIELD FORCE**



More than 8000 local camp secretaries, who collect payments from members, are valuable aids for agents in the acquisition and conservation of business. Friendly and well-known in his community, the camp secretary is a "natural" as a center of influence.



Many profitable leads also come from the more than 420,000 adult and junior members, affiliated with camps throughout the nation. Local camp activities publicize and advertise the Society to non-members. These "door-openers," plus a modern agents' training program, help establish the Modern Woodmen field man in an interesting and well-paying profession.

MODERN WOODMEN
OF America

ROCK ISLAND - ILLINOIS

school-teacher, who has two or three children and is active in and enjoys the local lodge. He will be interested in civic affairs and if he is also a good ritualist, he then becomes a "10 strike" and should be hired at once.

Since recruiting and training of new field men are so closely allied, Mr. Newton urged that each new man be thoroughly grounded in the fundamentals of fraternal legal reserve life insurance.

Fraternal societies are not keeping pace in production with non-fraternal companies, Dr. John E. Boland, medical examiner Catholic Order of Foresters, declared. This he ascribed to lack of essential training of agency forces and the deep-rooted idea of selling memberships without sufficient regard for insurance needs.

All presentations are built on needs rather than on type of policy, being classified as to family income, educational requirements and many other factors. A Monday morning meeting is held in every local agency with the general agent in charge of training. Here every service program is studied, reviewed and discussed.

Agency Manual

The plan includes building of an agency manual which provides sales and general information for the force, in addition to use of a number of training courses. All agents are required to set up and maintain a record system, giving a running record of information of needs and other pertinent items. This is followed by personal surveys and programming.

Dr. Boland believes juvenile insurance is very important in societies, but declares it essential to determine if the child is normally healthy.

Programming Vitally Important

He sees programming as vitally important and its lack is one of the outstanding weaknesses among fraternal societies.

President Joseph Spencer, Protected Home Circle, in opening the Fraternal Field Managers Assn. meeting remarked that the relationship between the heads of the various field departments has never been better. He said that the association's objects of promoting higher standards of business, efficiency and ethics were constantly considered throughout the year.

Benevolences of 28 Groups \$3½ Million

Twenty-eight fraternal societies taking part in two surveys of benevolent work undertaken during 1948 expended approximately \$3½ million for such work that year. This fact was reported by Mrs. Edna E. Walsh, Royal Neighbors of America, chairman of the committee on general welfare, at the National Fraternal Congress.

A call for greater participation in the surveys in order that statistics can be compiled on a comprehensive basis was made by Mrs. Walsh. A yearly record of the benevolent acts of these societies, she declared, undoubtedly would help maintain the privileges and exemptions accorded the fraternal system. In addition such data would constitute a per-

manent record of the underlying principles of fraternal societies.

Sixteen of the 28 societies reported on surveys of work in local units, showing a total of \$1,486,874 expended. Twenty-four reported on national headquarters benevolence, with a total expenditure of \$1,993,739.

Reault Heads Investment Men

Joseph E. Reault, Maccabees, Detroit, was elected president of the Fraternal Investment Assn., succeeding De E. Bradshaw, Woodmen of the World, Omaha. The new vice-president is John C. Faulkner, Royal Neighbors, Howard Lundgren, Woodmen of the World, Omaha, was elected secretary, and William H. Zuehlke, Aid Assn. for Lutherans, treasurer.

Council members are Clyde Wilmet, Junior Order of United American Mechanics, Mr. Zuehlke, and S. A. Oscar, National Mutual Benefit.

Great interest in the field of private placements was expressed at the meeting. In the past private placements have been thought to lie in the domain of the large lenders but the number and type of questions asked at the morning session of the group indicated that even the small societies were curious about them and what the technicalities were.

Discuss Actual Example

The subject came up after a corporate bond analytical discussion was presented by Mr. Zuehlke, and J. M. Fitzsimmons, Modern Woodmen of America. They were introduced by De E. Bradshaw, Woodmen of the World, Omaha, president of the association, who opened the meeting.

Mr. Zuehlke and Mr. Fitzsimmons used an industrial loan which had been made several years ago and presented the entire subject including the engineers' report and all details of the loan and the safeguards required of the borrower. They discussed the sinking fund of the borrower, the fact that it later developed more business and required an additional loan for plant expansion.

Then they described what checks and tests were made before the additional loan was made, always listing the safeguards required.

The talks were followed by a series of questions indicating an avid interest in finding investment outlets that would provide higher yields than government bonds. Private placements seemingly were the solution to the problem although it was admitted that it would take some time before some of the organizations could prepare themselves for entry into the field.

Howard Lundgren, investment analyst Woodman of the World, Omaha, gave a comprehensive analysis of electric utilities securities. He said that in his opinion the two troublesome trends in the power industry today are the increasing costs of operation and the increasing cost of the installation of new power-producing facilities.

Fred A. Johnson, supreme archon Royal League, had luncheon on Tuesday with a group of friends that included Secretary of the Navy Matthews, Ed. McGinnis, sergeant-at-arms of the 80th Congress and currently public relations director of the American Legion, Earl Cook, director of the Federal Deposit Insurance Corp., Kenneth F. Weaver, director of public relations, Allied Youth, Inc., Dr. Waldo E. Fisher, professor of industry of the University of Pennsylvania, and Tom Robertson, president Independent Order of Foresters.

E. D. Rivers, former governor of Georgia, and a director of Woodman of the World, Omaha, attended the meeting. He was in Washington for a board meeting held at the same time as the convention.

Royal Neighbors Group at Managers' Meet



Royal Neighbors of America executives who attended the field managers meeting: Mrs. Margaret Gorman, Chicago, Mrs. Edna Walsh, Kansas City, Mrs. Alice Nash, Hopkins, Minn., and the chairman of the board of supreme managers of the organization, Mrs. Frances Torkelson, Lincoln, Neb.

Secretaries Section Elects Otto Hanson

Otto Hanson, Independent Order of Svithiod, was elected president of the secretaries section, succeeding George H. Crowns, Catholic Order of Foresters, Fred C. Mueller, Lutheran Brotherhood, is the new vice-president. Josephine Weigl, Women's Catholic Order of Foresters, was reelected secretary-treasurer.

Mr. Crowns becomes secretary of the executive committee and the other new members are Peter Wiggle, Maccabees, and Miss Margaret Walker, Royal Neighbors of America.

Greetings were brought by Thomas R. Heaney, high chief ranger Catholic

Order of Foresters, past president of the section and of the N.F.C. Miss Walker spoke on lapsation following which the N.F.C. president, Mrs. Jeanie Willard, greeted the group.

Reliance Names Wieand Department Manager

Earl L. Wieand, Allentown, Pa., has been appointed manager of the newly-created Lehigh Valley department of Reliance Life, with headquarters in Allentown. The department includes the Russell B. Kirby agency.

For the past six years a half-million producer for Pacific Mutual, Mr. Wieand is president of Lehigh Valley Life Underwriters Assn.

1883 1949

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As of December 31, 1948

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Assets \$49,325,320.46

Donations to Church, Charity, Education, Relief \$15,000,000.00

Thomas H. Cannon	George H. Crowns	Thomas R. Heaney
Chairman of the Board	High Secretary	High Chief Ranger

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Rates and Reserves based on the latest and most modern C.S.O. mortality table and 2½% interest assumption.

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EQUITABLE RESERVE ASSOCIATION

Life Insurance for Men, Women and Children
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W.O.W. of Omaha Well Represented



Woodmen of the World, Omaha, was well represented at the meeting. Left to right, Jerry Long, director, Talmage E. Newton, De E. Bradshaw, chairman, Farrar Newberry, president, E. Monney, general attorney, and Henry E. Klugh, director.

Rugland Heads Fraternal Actuaries

Walter L. Rugland, Aid Assn. for Lutherans, was elected president of the Fraternal Actuarial Assn., succeeding Richard I. Anderson, who was with Protected Home Circle until a month ago. In consequence Frank J. Gadiant of Modern Woodmen remains as past president.

Lyle H. Barnhart, Fidelity Life Assn., was named vice-president. Robert Morris, Maccabees, remains as secretary, Harmon R. Taylor and R. D. Taylor, consulting actuaries of Cedar Rapids, remain as treasurer and editor, respectively, Miss Frances Partridge, Woman's Benefit Assn., continues as librarian, and Ingolf Lee, Lutheran Brotherhood, and H. A. Reise, consulting actuary, Chicago, remain active members. The new

active members are George Ling, Woodmen of the World, Omaha, and Eugene H. Pakes, Woodmen Circle.

A paper on the Accumulation of Surplus Under the CSO Mortality Table was presented by John Gall, Aid Assn. for Lutherans.

Three papers previously presented to the association were discussed. These included multiple decrements in the determination of monetary values by Daniel Macken, Woodmen of the World, Omaha, which was discussed by George Ling of the same society; a paper on Expense Limitations in Fraternal Societies as per section 461A of the New York law, by Thomas Hanrahan, Unity Life & Accident, was discussed by Mr. Barnhart. A paper by Miss Jean Conrad, consulting actuary, was discussed by R. E. Morris, Maccabees.

Periodical operating reports in addition to and at more frequent intervals

than annual statements should be prepared by fraternal societies, Richard E. Henne, Gleaner Life, suggested.

Annual statements should be used as tools for internal control but the present one fails on many counts, He said.

"In years to come we may look back upon this period as the renaissance of the annual statement," he said. "A revised form, perhaps giving greater weight to accrual and prepaid items, is almost certain to come. But in the meantime, we may look about for simple ways to use the present set-up to best serve our interests."

Clerical Promotion Plan Results in Improved Morale

An organized plan for clerical promotions, as operated by the Maccabees, has had numerous good effects, Peter Wiggle, secretary Maccabees, declared in the secretaries' section meeting of the National Fraternal Congress.

The plan has created the feeling in the staff that everyone has a chance to progress and that this chance is not dependent upon whom he knows but upon what he knows, according to Mr. Wiggle.

By-Product

The plan also has the by-product, it was pointed out, of making clerks increasingly aware of the need for adequate preparation in order to progress. Through a process of indirect education the staff is becoming more and more aware that knowledge of the work in which they are engaged does "pay off."

The plan was put into operation in 1942 in connection with unionizing of home office clerical employees of the Maccabees, through a contract with the United Office and Professional Workers of America, CIO.

Notice Posted

A clerk leaving its employ for any reason is required to give from two to four weeks' notice, depending upon the level of the position held. When a notice of resignation is received, a notice of the opening is posted on bulletin boards. This notice gives the name of the position, its salary range, the home office department in which the position is located, a brief description of the basic requirements involved and a brief statement of the principal items that will be tested for in the examination. Any employee in the home office whose

name is on the office wide seniority list is privileged to submit an application for the position.

Michael Roman Press Section Head

The press section meeting got under way with an early breakfast. Grace was said by Alex O. Benz, Aid Assn. for Lutherans following which Mrs. Jeanie Willard brought greetings, as did George G. Perrin, Modern Woodman of America.

Michael Roman, Greek Catholic Union, was elected president, succeeding Miss Bessie Kubanis, Royal League. Mrs. Mary Kaudy, Women's Catholic Order of Foresters, was elevated to vice-president and Kate Miller, Woodmen of the World, Denver, was re-elected secretary-treasurer. New members of the executive committee are Mabel Clare Ladd, Gleaner Life, Miss Kubanis, Richard Jeanes, Royal Neighbors, Rex James, Praetorians, and George Filteau, L'Union Saint Jean-Baptiste.

An up-to-date synopsis of how business looks at Congress was given by Donald A. Young, legislative coordinator of the U. S. Chamber of Commerce. Richard Jeanes, Royal Neighbors, discussed the press section exhibits displayed in the meeting room.

Health Insurance

An explanation of compulsory health insurance was made by Dr. Joseph Lawrence, director Washington office, American Medical Assn. He congratulated all fraternal organizations on their resolution passed this year denouncing socialized medicine.

Dr. Lawrence called attention to the interest being shown in health and public welfare legislation by citing 300 such bills were introduced during the first year of the 81st Congress. These must be explained to the public, he said, in order to defeat socialization of the medical profession. He stated that fraternal publications have been doing an excellent job in that regard and urged that they continue their efforts.

Alice J. Glasgow, chief of the company publication section of the Treasury's savings bond division, told of the comprehensive work that is being done in supplying a syndicated editorial service to editors of business papers, company publications, and house organs. She described a new publication just being brought out, and also talked on the division's radio coverage.

Women Notables at N.F.C. Gathering



Mrs. Jeanie Willard, 1st vice-president of Woodmen Circle and retiring president of N.F.C., is seated at left talking with Mrs. Dora Alexander Talley, president of Supreme Forest of Woodmen Circle, and a past president of N.F.C. Standing is Mrs. Clara Cassidy, secretary of Supreme Forest of Woodmen Circle.

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Total 1948 expenditure for benevolent work by local lodges and Fellowship Associations exceeds \$3,000, approximately \$2.25 per member.

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Distinguished Diners at NFC Meeting



AT N.F.C. CONVENTION:

Snapped at dinner: left to right, William G. Fisher, vice-president of Lutheran Brotherhood and a member of the NFC executive committee, Mrs.

Foster F. Farrell, Mr. Farrell, N.F.C. secretary-treasurer-manager, and Luke E. Hart, supreme advocate of the Knights of Columbus and an executive committeeman of N.F.C.

Drinking Habits Among the Young Are Discussed by Allied Youth Leader

The problem of drinking habits among young people was discussed by Kenneth F. Weaver, director of public relations of Allied Youth, Inc., in his talk at the National Fraternal Congress meeting.

Reliable surveys, he said, show a marked increase in drinking, not only among adults, but among high-school students and other teen-agers, with the indications being strong that more and more of this drinking is being done in bars, taverns and other situations not likely to be approved by parents. He said evidence from the Yale school of alcohol studies indicates that two-thirds

of all alcoholics begin drinking habits in the early high school years and that a recent survey of the Gallup poll shows the greatest percentage of drinkers to be in the age group twenty-one to twenty-nine.

Comes Up in High School

The conclusion is apparent, he said, that high-school is the place where drinking first becomes a problem for young people and where social pressure for drinking first becomes acute—and that immediately after the high-school years is the period of most frequent initiation of drinking.

C. H. Unger, Jr. Joins Kelley

Howard Kelley, general agent of Massachusetts Mutual Life in Chicago, has appointed Charles H. Unger, Jr., as assistant general agent, effective Oct. 3. Mr. Unger is a graduate of Crane Junior college, Chicago, and University of Kentucky. From 1937 to 1947, except for service in the air force, he was

with Travelers in Chicago as personal producer, group assistant, and insurance manager for a group of Chicago corporations that were Travelers' clients.

For two years he has been brokerage manager in the Parsons agency of Mutual Benefit Life in Chicago. He is secretary of Illinois division of the Reserve Officers Assn. and vice-president of the Cook county chapter.

Bull Throwing Trophy Duly Awarded



Presentation of the Fraternal Field Managers' Assn.'s first "Bull Throwing Trophy" is shown in this scene with Fred A. Johnson, supreme archon of the Royal League of Chicago, at left, making the award to Herbert G. Benz, agency director of Aid Assn. for Lutherans.

Legislative Year Busy, Long: Farrell

(CONTINUED FROM PAGE 17)

heard of the strong general opposition to be expected to the bill and it was withdrawn, but it is anticipated that it will be introduced at another session. Fraternal benefit societies are especially mindful of the tax situation in Florida because of the past, as well as the current, attempt to impose the tax on them, Mr. Farrell pointed out.

Policy to Confer

As legislation is introduced in the various states which adversely affects fraternal benefit societies, it has been Mr. Farrell's policy to confer with the chairman of the law committee to ascertain the proper procedure. Very often legislative matters are not entirely malevolent and with certain amendments they can produce important and constructive laws.

Cites Example

Mr. Farrell cited as an example of this the amendment to the New York law relating to the segregation of funds. A subcommittee of the law committee worked diligently in cooperation with the New York department to pass the amendment. No society is obliged to change its handling of funds, but the amendment permits greater flexibility to fraternal in complying with that New York law.

Another outstanding feature of the past year which Mr. Farrell cited as a real accomplishment is the new fraternal code in Nevada, previously the only state

which did not have a fraternal code or fraternal section in its insurance laws.

It is anticipated that through a program of introducing new fraternal codes or revising present ones, the N.F.C. will be successful in obtaining beneficial legislation in many states.

Congratulating the executive committee on its part in solving the many problems presented to it during the year, Mr. Farrell mentioned particularly the procedure of having each insurance commissioner receive, with the N.F.C.'s compliments, a copy of the Fraternal Compend-Digest each year.

"I consider this constructive, as the Digest contains information the various insurance departments request from time to time and I believe this practice is progressive because it is another step forward in the creation of favorable relations with the state insurance departments," he said.

Plan Chicago Regionals

Raymond B. Storck, Metropolitan Life, and Charles W. Calhoun, John Hancock, are arranging the three regional afternoon meetings scheduled by Chicago Life Underwriters Assn. for Oct. 18-20 at the Shoreland, Graemere and Belden-Stratford hotels.

The Institute of Life Insurance movie, "For Some Must Watch" will be shown. Jack Isaacson, Metropolitan Life, will speak on "Helpful Hints," and John A. Calfa, Prudential, on "Blue Print Selling."

Supreme Forest Woodmen Circle congratulates outgoing officers of the National Fraternal Congress for their fine work during the past year.

We extend our best wishes to the new officers of the Congress and pledge our support in the coming year.

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(CONTINUED FROM PAGE 17)

On the final day of the meeting Dr. N. V. Peale and R. deR. Kip were the speakers. The election and installation of officers were scheduled, as were additional committee reports.

René Paré, Société des Artisans, Montreal, extended the greetings of the Canadian Fraternal Assn., of which he is president. He said he is convinced that true fraternalism must extend to all. "The reason we are here," he said, "is because we are convinced that fraternalism, more than ever, is the true way to do business, particularly in the hard times in which we live."

The potential value of comprehensive statistics on benevolence among fraternal societies was emphasized by Mrs. Edna E. Walsh, Royal Neighbors, chairman of the committee on general welfare. Such information, she declared, will help maintain current privileges and exemptions given the system.

Only 28 societies participated in the 1948 surveys, Mrs. Walsh reported, of which only 16 surveyed the work at local levels and 24 at national headquarters level. Such benevolences for the year totaled \$3½ million.

Joseph Spencer, Protected Home Circle, president of Fraternal Field Managers Assn., made the report of the committee on field work. He stated that during the past year a new training course has been adopted and is being used exclusively in granting the F.I.C. designations. Many societies now require that new workers agree to take the course as the first step to a job. The fundamental principles of insurance, the operation of societies and the manner of presenting and programming the needs of society members is stressed in the course, he said.

The resolutions committee, headed by Luke Hart, supreme advocate, Knights of Columbus, St. Louis, planned to bring in a resolution opposing socialized medicine. Another resolution sought by the Czechoslovak Society of America and which would have recognized it

as the first fraternal benefit society was to be referred to the executive committee for investigation of the facts and a later report.

In her presidential report, Mrs. Willard thanked the delegates for having honored her with the presidency. She paid special tribute to her predecessor, the late Troy W. Midkiff, president of Woodmen of the World, Denver, who died last February at a meeting of the executive committee.

She described her activities on the national organizations committee for savings bonds. She urged national congress executives and members to pay close attention to activities in their home state congresses and to state legislation. She had great praise for the Fraternal Investment Assn. which celebrated the first anniversary of its organization at the meeting. She concluded by praising the system of state insurance regulation.

Speaker Sam Rayburn of the House of Representatives appeared at the session and greeted the assembled delegates in a brief talk.

Mr. Bradford spoke against the dangers of statism and blamed the trends on the apathy of the general public.

There is little danger, he said, from the leftist or lunatic fringe of the population. He deplored the shadow of the federal government which he said was cast over every business.

John V. Bloys, assistant general counsel of Life Insurance Assn. of America, appeared at the sessions and brought greetings to the congress from L.I.A.

The newly elected president of the N.F.C., George G. Perrin, has been general counsel of Modern Woodmen of America since 1927. He joined the society in 1908 as assistant general counsel.

He is a native of La Harpe, Ill., and attended the University of Illinois and the University of Chicago where he received degrees in philosophy and law. He was with a Chicago law firm until he joined Modern Woodmen.

He has always been active in N.F.C. affairs since Modern Woodmen joined it. He is a past president of the law section, and a long time member of its law committee, of which he was chairman for two years. He has been chairman of the N.F.C. code committee since its inception. He has been chairman of Modern Woodmen's committee on law at its past five national conventions.

Tom Robertson, head of the Independent Order of Foresters, was received by President Truman on Tuesday. They discussed the N.F.C. and its activities.

Bigelow Heads NFC Law Section

Robert Bigelow, general counsel Independent Order of Foresters, Toronto, was elected president of the law section, succeeding Richard F. Allen, secretary and general counsel of Standard Life Assn. of Topeka.

David A. Hersh, Maccabees, was elected vice-president and George H. McDonald, Modern Woodmen was re-elected secretary-treasurer.

Mr. Allen opened the meeting with the president's welcome and following that the report of the secretary-treasurer was heard.

A. L. Kirkpatrick, U. S. Chamber of Commerce, cited the several congressional proposals to investigate the insurance business and said that "what is going on is a part of the major strategy of those in government who believe in the theory that our economy must be controlled and directed by the federal government and that it is dangerous to permit private business to exercise too much power or to depend upon the regulatory powers of the 48 states."

Celler Claims Green Light

He said Rep. Celler claimed he had a "green light to go ahead with his probe of life insurance." The program of the Celler judiciary anti-trust study subcommittee includes "special examination" of public law 15, and Mr. Kirkpatrick said Celler has indicated his intention to try to get it repealed.

"If that is actually a part of the overall strategy, in which Mr. Celler is merely the spearhead," Mr. Kirkpatrick continued, "then the entire insurance business has cause to be concerned."

If the propaganda of the planners is not permitted any undue influence over the Celler subcommittee or the joint economic committee, Mr. Kirkpatrick said, "then the insurance business will have nothing to fear from these investigations, but it should be fully alert to what is going on and should observe very closely every step in the present and future activities in which the federal government takes a look at insurance."

"Discourage complicated settlement provisions or contingent beneficiary designations," David A. Hersh, assistant general counsel for Maccabees, advised. A society cannot act as a trust company in trying to carry out the wishes of an insured in setting up an insurance trust with various contingencies under which the proceeds would become payable to different persons at different times under different conditions.

Modern Woodmen Group at N.F.C. Meet



Left to right: F. J. Gadiant, actuary, A. S. Edler, assistant national secretary, and R. H. Platt, assistant to the superintendent of agents. All are with Modern Woodmen of America.

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New Officers of Fraternal Managers Assn.



New officers of the Fraternal Field Managers Assn. after their installation: Seated, left to right, W. Cable Jackson, Modern Woodmen, vice-president; J. R. Sims, Woodmen of the World, Omaha, president; John E. Little, Maccabees, who remains as secretary-treasurer. Standing, Joseph Spencer, Protected Home Circle, retiring president, who joins the executive committee as do J. A. Porterfield, Equitable Reserve Assn., Neenah, Wis., Jacob Farara, Polish National Alliance, Chicago, and L. E. Probst, Independent Order of Foresters.

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